Surveys of Consumer Attitudes

Richard T. Curtin, *Director*

First Quarter Surveys
January-March 1986

May 12, 1986

BUYING ATTITUDES REACH NEW RECORD LEVELS

	Page
Highlights	2
Favorable Buying Attitudes Set New Records	3
Homes	
Household Durables	
Vehicles	
Personal Finances Remain on Favorable Plateau	4
Outlook for Economy: Not Better, But Still Good	6
Summary Outlook	7

ATTACHMENTS:

JANUARY-MARCH 1986 TABLES AND CHARTS
(Includes new tables for families with incomes of $30,000 or more.)

Monitoring Economic Change Program
Institute for Social Research • P.O. Box 1248 • Ann Arbor, Michigan 48106-1248 • (313) 763-5224

HIGHLIGHTS

- In the first quarter 1986 survey, the Index of Consumer Sentiment was 95.5, up from 91.1 one quarter earlier, and 94.5 one year earlier. The recent improvement has been due to the establishment of new record levels in favorable buying attitudes. The current reading is only 5 Index-points below the cyclical peak of 99.5 recorded two years earlier in the first quarter of 1984. This small decline over the past two years reflects concerns about the vitality of the domestic economy. These concerns are almost entirely focused on future employment prospects, since expectations for inflation and interest rates remained favorable.

- Among families with incomes of $30,000 or more, the Index stood at 106.8 in the first quarter 1986 survey, up from 102.1 one quarter earlier, but below the 111.6 recorded one year earlier and the cyclical peak of 115.9 recorded two years earlier. The first quarter improvement in consumer sentiment over year end 1985 levels was widespread across all major geographic regions, age, and income groups.

- In the first quarter 1986 survey, 76 percent of all families held favorable views of buying conditions for homes, above the prior record of 71 percent recorded just six months earlier, and the 62 percent recorded one year earlier. Reductions in mortgage interest rates were the primary factor behind this resurgence in favorable home buying attitudes.

- Favorable attitudes toward buying conditions for vehicles were held by 72 percent of all families in the first quarter 1986 survey, above the prior peak of 67 percent recorded six months earlier, and the highest level ever recorded. A record number of consumers supported these favorable buying attitudes by references to discounted interest rates offered by vehicle manufacturers.

- Buying conditions for large household durables were viewed favorably by 77 percent of all families in the first quarter 1986 survey, above the prior record level of 74 percent recorded one year earlier. In support of these very favorable buying attitudes, more than five times as many consumers mentioned the availability of price discounts as complained about high prices (39 versus 7 percent), the largest favorable margin of opinion recorded since the 1960s.

- Improvement in their personal financial situation was reported by 44 percent of all families in the first quarter 1986 survey, just below the cyclical peak of 45 percent recorded in 1984. Approximately one-third of all families have reported income increases throughout the past two years. Very few consumers expected their financial situation to worsen during the year ahead in the first quarter 1986 survey—12 percent, unchanged from one year earlier.

- In the first quarter 1986 survey, the annual rate of inflation was expected to average 3.7%, the lowest level expected in more than a decade. More favorable interest rate expectations were also recorded in the first quarter survey. Two-thirds of all families expected interest rates to either remain at their current lower level or to further decline during the year ahead.

- Prospects for growth in the domestic economy and employment, while they remain on balance favorable, represent the primary source of concern. Unlike the favorable trends in inflation and interest rates, expectations regarding the national unemployment rate have worsened since reaching their cyclical peak level nearly three years ago. Just 17 percent of all families expected further declines in unemployment at the start of 1986, less that half the peak of 40 percent recorded in 1983.

Favorable Buying Attitudes Set New Records

Favorable attitudes toward buying conditions for homes, vehicles, and large household durables reached new all-time record levels at the start of 1986, due to the widespread availability of price discounts and reductions in interest rates. More families than ever mentioned interest rate reductions, and fewer families complained about high prices than at anytime since the mid 1960s.

Homes. Favorable home buying attitudes were held by 76 percent of all families in the first quarter 1986 survey, the highest quarterly average ever recorded in these surveys. Recent declines in mortgage interest rates have been largely responsible for improved home buying conditions. In the first quarter 1986 survey, 63 percent of all families mentioned the availability of reduced mortgage rates, up from 41 percent at the start of 1985, and the highest proportion ever recorded (see Table A). Complaints about high mortgage rates fell to 10 percent in the first quarter survey, the lowest level since the mid 1970s. As an indication of the extent of change during the past five years, 75 percent of all families complained about high interest rates in the first quarter of 1981, while just 1 percent mentioned the availability of low interest rates.

The lowest proportion of families since the mid 1960s complained about high home prices in the first quarter 1986 survey—just 9 percent. Favorable perceptions of home prices were held by 23 percent of all families in the first quarter survey, the highest level recorded in more than twenty years. In comparison, five years ago just 4 percent of all families favorably evaluated home prices, while 32 percent complained about high home prices.

Durables. Favorable attitudes toward buying conditions for large household durables were held by 77 percent of all families in the first quarter 1986 survey, the highest proportion recorded in 35 years. This new record level is only slightly higher than the prior peaks recorded in 1985 (74 percent) and 1984 (72 percent). This sustained period of favorable buying attitudes has been mainly due to favorable perceptions of market prices for household durables. In the first quarter

1985 survey, 39 percent referred to the availability of discounted prices for durables, just below the all time record of 41 percent recorded in the first quarter of 1985, and the 40 percent recorded at the start of 1984. Fewer families complained about high prices on household durables than since the mid 1960s—just 7 percent in the first quarter 1986 survey.

Vehicles. Favorable attitudes toward buying conditions for vehicles were held by 72 percent of all families in the first quarter 1986 survey, the highest proportion recorded in more than thirty years. The prior records were 67 percent recorded in mid 1985, and 65 percent in 1983. Reduced interest rates on vehicle loans have been the primary factor behind these very positive attitudes. Among all families in the first quarter 1986 survey, 51 percent cited interest rate reductions as the reason underlying their favorable evaluation, more than twice the 22 percent recorded one year earlier, and the highest proportion ever recorded. Complaints about high interest rates were made by only 3 percent of all families in the first quarter 1986 survey. In comparison, five years ago, when half of all families rated vehicle buying conditions unfavorably, 25 percent complained about high interest rates, while just 2 percent favorably mentioned interest rates.

Perceptions of market prices for vehicles also remained very favorable in the first quarter 1986 survey. Complaints about high vehicle prices were made by just 13 percent of all families in the first quarter 1986 survey, down from 21 percent one year earlier, and the lowest proportion recorded since the mid 1960s. However, references to the availability of price discount were made by 22 percent of all families in the first quarter survey, somewhat below the 27 percent recorded one year earlier.

Personal Finances Remain
On Favorable Plateau

The financial situation of American families remained favorable in the most recent survey. Nearly the entire improvement from the recession lows was recorded from the first quarter of 1983 to the first quarter of 1984, when the proportion of families that reported improvement in their financial situation rose from 30 to 45 percent. That proportion has remained largely

unchanged since the start of 1984. Among all families in the first quarter 1986 survey, 44 percent reported that their financial situation had improved during the prior year, between the 41 percent recorded at the start of 1985, and the cyclical peak of 45 percent recorded in 1984. Consumers' assessments of their own financial progress have not been as favorable for this long a period of time since the mid 1960s.

When asked to explain how their financial situation had changed during the past year, fewer consumers than at any time since the mid 1960s complained about the erosion of living standards due to inflation—11 percent in the first quarter 1986 survey. Income increases were reported by 35 percent of all families in the first quarter 1986 survey, just above the 33 percent recorded one year earlier, and equal to the figure recorded two years earlier. Declines in family incomes were reported by 16 percent of all families in the first quarter 1986 survey, unchanged from one and two years earlier.

Although the frequency of reported financial progress is only below that recorded in the mid 1960s, the situation then and now is not otherwise comparable. The all-time record proportion of families to report financial progress was 50 percent, recorded in the second quarter 1965 survey, 5 percentage points above the current cyclical peak. More importantly, at the 1965 peak just 12 percent of all families reported a worsening financial situation, about half the recent low of 23 percent. Reports of increases in family income reached a high of 50 percent in 1965, compared with 36 percent in the current expansion. Reports of income declines reached a low of 8 percent in 1965, compared with the recent low of 23 percent.

When asked about prospects for their financial situation during the year ahead, consumers continued to hold a positive outlook in the most recent survey. In the first quarter 1986 survey, 36 percent of all families expected their financial situation to improve during the year ahead, between the 35 percent recorded one year earlier and the cyclical peak of 41 percent recorded two years earlier. This small moderation in financial prospects can be traced to the expectation that income increases would be somewhat smaller during the year ahead. But because inflation

expectations have declined by a comparable amount, real income expectations have been maintained at favorable levels. Just 12 percent of all families at the start of 1986 expected their financial situation to worsen during the balance of the year, the same as at the start of 1985.

Outlook for Economy:
Not Better, But Still Good

Improved economic conditions in the country as a whole were expected by 26 percent of all families in the first quarter 1986 survey, slightly above the 24 percent recorded in the fourth quarter of 1985, but just half the peak of 52 percent recorded nearly three years earlier. While the proportion of families that expected improvement has declined sharply, the proportion that expected the economy to worsen has remained low—15 percent in the first quarter of 1986, unchanged from one year earlier. The majority of consumers expected the performance of the economy to be neither better nor worse than at present. In the first quarter 1986 survey, 57 percent of all families expected overall economic conditions to remain about the same during the year ahead.

Despite the diminished outlook for growth, good times in the economy as a whole were expected by the majority of consumers. Among all families in the first quarter 1986 survey, good times financially were expected by 59 percent, up from 53 percent one quarter earlier, but below the recent peak of 69 percent recorded two years earlier. The recent improvement was associated with expected declines in inflation and interest rates; the decline over the past two years has been mainly due to rising concerns with future job prospects.

At the start of 1986, half of all families expected the national annual unemployment rate to remain largely unchanged at its current level during the year ahead. For most of the past two years, this proportion has remained unchanged. On the margin, however, many fewer families expected further declines in 1986, while many more expected renewed increases. During the past two years, the proportion that expected declines in unemployment fell from 35 to 17 percent by the start of 1986, while the proportion that expected increases rose from 15 to 31 percent.

In contrast to the gradual worsening of unemployment expectations, inflation and interest rate expectations have become more favorable during the past two years. The annual rate of inflation was expected to average 3.7% at the start of 1986, down from 4.4% one year earlier, and the lowest level recorded in more than a decade. Interest rate declines were expected by 29 percent of all families in the 1986 survey, up from 23 percent at year end 1985, and the low of 9 percent in 1984. Increases in interest rates during the year ahead were expected by 32 percent of all families in the first quarter 1986 survey, down from 38 percent one quarter earlier, and the recent high of 65 percent recorded in 1984.

Summary Outlook

Consumer sentiment has now remained at very favorable levels for three years. For the past twelve consecutive quarters, the Index of Consumer Sentiment has been above 90, the highest sustained period of consumer confidence since the 1960s. Declines in inflation and interest rates have raised buying attitudes to record favorable levels. Though the expected size of nominal income increases has trended downward during the past few years, lower rates of inflation have also maintained consumers' evaluations of their own financial situation at favorable levels. Consumers expected the growth in the domestic economy to remain slow during the year ahead, resulting in no further declines in the national unemployment rate. Although slow, the economic expansion was expected to continue, and thus supported the view that good times financially would continue in the country as a whole during the year ahead.

These trends in consumer attitudes and expectations exhibit many of the characteristics of the later stages of an expansion. The overall level of consumer confidence remains high, with partially offsetting changes limiting the amount of the overall decline. Since the upward momentum in consumer sentiment has now been exhausted, these results point toward diminished growth but still favorable levels of consumer sales in 1986. However, the evolving pace of consumer sales during 1986 is unlikely to be even. The response of consumers to discounts has demonstrated not only their willingness to spend, but also their resolve to wait for discounts on

prices and interest rates. Rather than an expanding total market, sellers must now concentrate more on increasing market share to increase sales. Since consumers are now highly responsive to the presence or absence of discounts, sellers will find price cutting hard to avoid. But because of its impact on profits, the use of discounts will remain episodic, responding to competitive pressures and sluggish sales. This is, of course, the response that consumers have now learned to expect from sellers, and the very response around which they now time their purchases.

• • •

The first quarter 1986 survey included 1970 completed interviews, conducted between January 3 and March 31, 1986.

TABLE A

REFERENCES TO INTEREST RATES IN SUPPORT OF FAVORABLE BUYING CONDITIONS

Survey Date		Durables		Houses[a]		Vehicles	
		Low Rates	BIA[b] Rates	Low Rates	BIA Rates	Low Rates	BIA Rates
Jan-Mar	1980	1%	3%	2%	7%	1%	2%
Apr-Jun	1980	1	2	6	3	2	1
Jul-Sep	1980	3	2	16	9	2	1
Oct-Dec	1980	1	2	3	8	1	2
Jan-Mar	1981	1	1	1	4	2	1
Apr-Jun	1981	*	2	3	4	2	1
Jul-Sep	1981	1	1	3	4	3	1
Oct-Dec	1981	1	1	2	2	4	*
Jan-Mar	1982	1	1	4	3	3	1
Apr-Jun	1982	1	1	4	2	8	1
Jul-Sep	1982	2	1	7	3	6	1
Oct-Dec	1982	5	1	25	5	18	1
Jan-Mar	1983	7	1	35	5	31	1
Apr-Jun	1983	12	2	48	9	38	2
Jul-Sep	1983	11	2	36	11	30	3
Oct-Dec	1983	6	1	29	10	18	2
Jan-Mar	1984	8	2	36	11	19	3
Apr-Jun	1984	7	5	25	20	14	6
Jul-Sep	1984	6	3	22	14	13	6
Oct-Dec	1984	8	3	30	9	12	3
Jan-Mar	1985	9	2	41	8	22	2
Apr-Jun	1985	10	2	40	9	26	3
Jul-Sep	1985	14	1	52	5	38	1
Oct-Dec	1985	12	1	47	7	38	2
Jan-Mar	1986	19	1	63	4	51	2

*Less than 0.5 percent.

[a]Also includes homes,home repairs and real estate.

[b]The proportions given above provide greater detail than is reported in the quarterly tables (see Tables 21, 23, and 25). The figures above divide the total proportion of respondents that made favorable references to credit conditions into those respondents that referred to the current availability of *low interest rates*, and those that referred to *borrowing-in-advance* (BIA) of rising interest rates.

4747S-1A

SURVEYS OF CONSUMER ATTITUDES

MONITORING ECONOMIC CHANGE PROGRAM

Institute for Social Research

TABLES AND CHARTS

JUNE 1986

The June 1986 survey is the 213th in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

Two charts highlight recent changes and historical patterns for most questions. Both recent change charts and historical series charts include quarterly data before 1978, and 3 month averages starting in January of 1978. See the explanatory charts at the end of this book for a detailed description.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

(C) The University of Michigan, 1986

TABLE OF CONTENTS

CHART/ TABLE	TITLE
1	THE INDEX OF CONSUMER SENTIMENT
2	INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS
3	COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT
4	CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO
5	SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION
6	EXPECTED CHANGE IN FINANCIAL SITUATION
7	TREND IN PERSONAL FINANCIAL SITUATION
8	EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS
9	EXPECTED CHANGE IN REAL FAMILY INCOME
10	NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
11	SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
12	CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO
13	EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR
14	TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS
15	BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS
16	BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS
17	EXPECTED CHANGE IN UNEMPLOYMENT
18	EXPECTED CHANGE IN INTEREST RATES
19	EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS
20	OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY
21	BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS
22	SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS
23	BUYING CONDITIONS FOR HOUSES
24	SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES
25	BUYING CONDITIONS FOR CARS
26	SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT

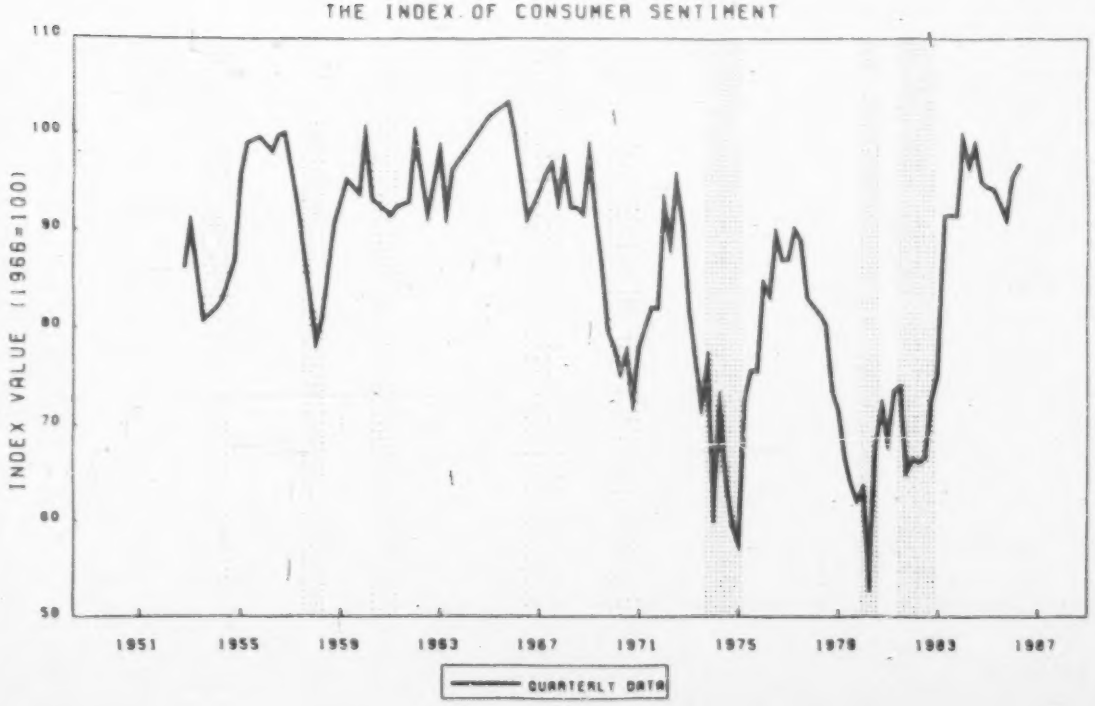


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $30,000	Families with incomes over $40,000
Apr.-June 1979	66.6		
July-Sep. 1979	63.9		
Oct.-Dec. 1979	62.1		
Jan.-Mar. 1980	63.5		
Apr.-June 1980	54.4		
July-Sep. 1980	67.5	73.4	74.2
Oct.-Dec. 1980	71.4	78.9	80.7
Jan.-Mar. 1981	67.6	77.2	80.4
Apr.-June 1981	73.2	83.6	84.5
July-Sep. 1981	74.1	82.2	87.2
Oct.-Dec. 1981	65.2	73.5	77.9
Jan.-Mar. 1982	66.5	73.9	75.5
Apr.-June 1982	66.2	74.1	77.4
July-Sep. 1982	66.7	76.9	76.8
Oct.-Dec. 1982	72.5	81.5	86.3
Jan.-Mar. 1983	75.3	87.0	91.4
Apr.-June 1983	91.5	102.2	103.9
July-Sep. 1983	91.6	107.4	112.7
Oct.-Dec. 1983	91.5	103.1	104.6
Jan.-Mar. 1984	99.5	115.9	117.4
Apr.-June 1984	96.6	106.8	108.4
July-Sep. 1984	98.9	108.9	112.8
Oct.-Dec. 1984	95.0	109.3	110.0
Jan.-Mar. 1985	94.5	111.6	113.4
Apr.-June 1985	94.3	107.2	111.0
July-Sep. 1985	92.8	104.5	108.2
Oct.-Dec. 1985	91.1	102.1	105.3
Jan.-Mar. 1986	95.5	106.8	109.8
Apr.-June 1986	96.8	105.9	109.1

CHART 2A - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

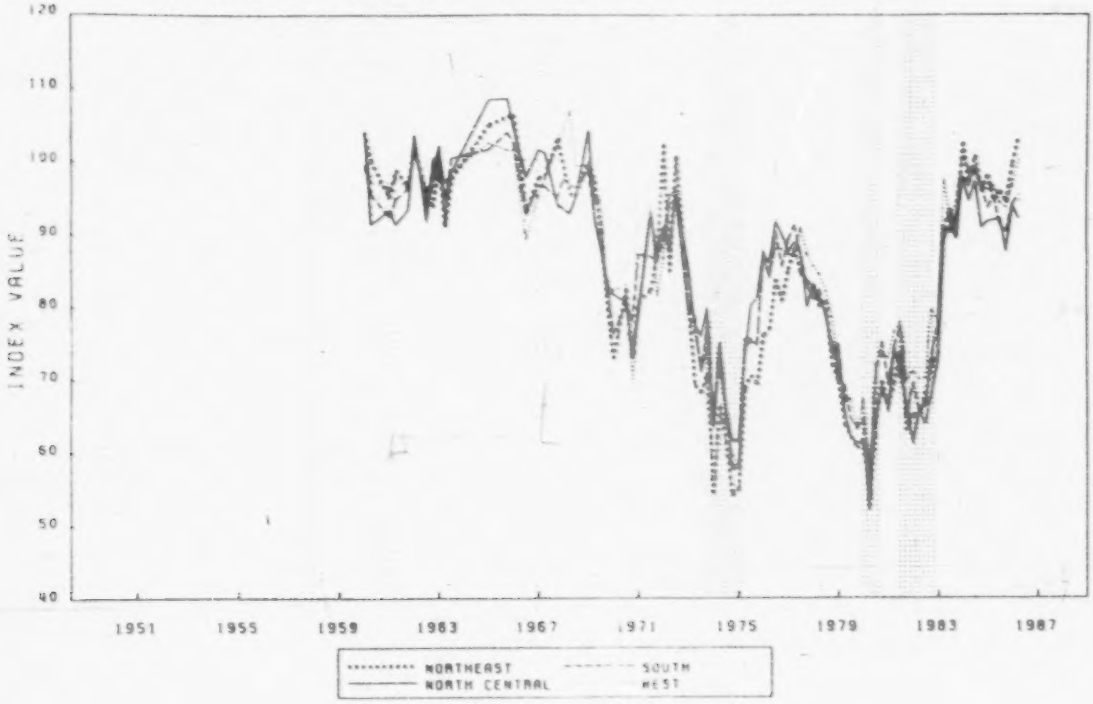


CHART 2B - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN AGE GROUPS

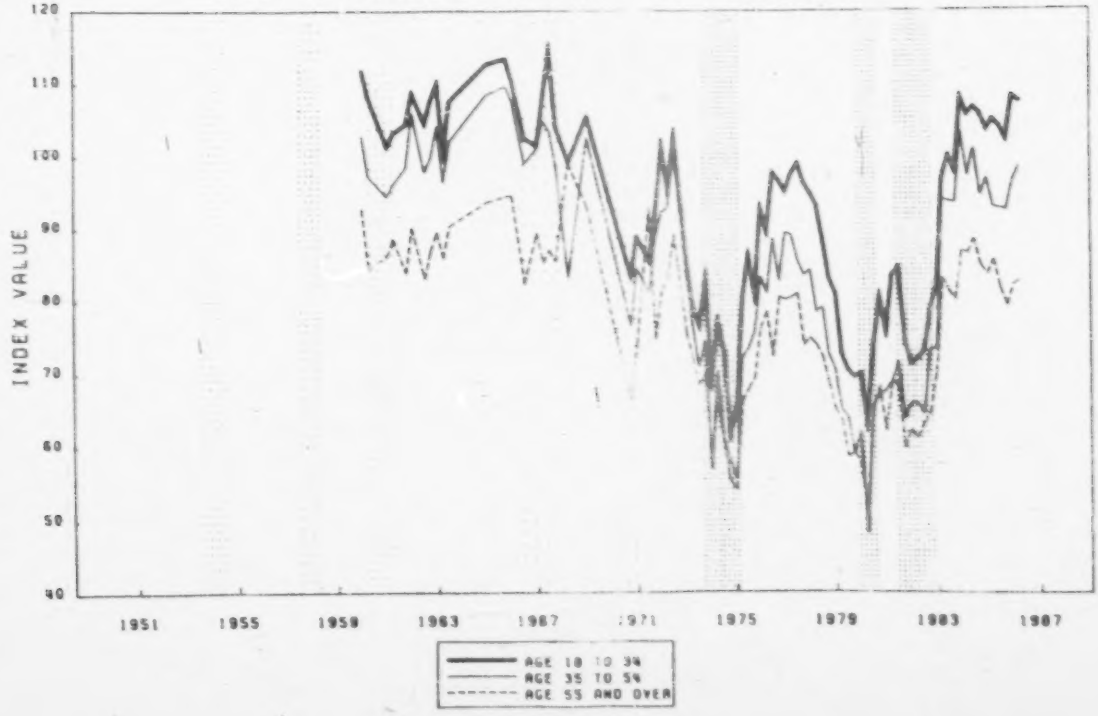


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY	CENSUS REGION				AGE OF RESPONDENT		
	North East	North Central	South	West	18-34	35-54	55+
Apr.-June 1979	63.3	65.7	69.3	66.9	72.4	64.9	63.3
July-Sep. 1979	62.1	62.1	64.4	67.4	70.4	63.9	58.5
Oct.-Dec. 1979	60.3	61.3	63.2	63.3	69.5	58.7	58.9
Jan.-Mar. 1980	61.6	61.1	64.6	67.1	70.4	61.7	57.6
Apr.-June 1980	53.3	55.6	52.1	57.3	63.1	47.9	51.1
July-Sep. 1980	63.5	64.1	70.0	71.8	73.3	65.2	64.5
Oct.-Dec. 1980	69.0	68.1	74.5	72.5	79.9	66.1	67.4
Jan.-Mar. 1981	65.7	64.7	68.5	72.3	75.0	66.8	61.3
Apr.-June 1981	68.6	73.7	73.9	76.0	82.9	68.1	68.1
July-Sep. 1981	73.0	70.0	76.7	77.3	83.8	70.8	67.5
Oct.-Dec. 1981	62.5	65.6	64.4	69.3	73.8	63.1	59.3
Jan.-Mar. 1982	65.1	61.2	69.5	71.1	71.2	65.7	62.1
Apr.-June 1982	65.0	65.4	65.5	70.0	71.9	65.8	60.9
July-Sep. 1982	67.8	63.9	66.2	70.2	73.0	64.3	62.9
Oct.-Dec. 1982	71.5	68.0	73.3	79.7	78.9	73.2	64.5
Jan.-Mar. 1983	73.3	72.2	77.4	78.1	81.9	73.3	70.0
Apr.-June 1983	90.8	89.1	91.0	97.5	96.9	94.0	83.1
July-Sep. 1983	93.5	91.2	90.2	91.6	100.0	93.7	81.3
Oct.-Dec. 1983	89.7	89.4	92.7	94.7	97.9	95.3	80.1
Jan.-Mar. 1984	102.6	97.9	97.7	100.7	108.0	103.4	86.8
Apr.-June 1984	97.2	94.8	96.0	99.4	105.9	97.1	86.2
July-Sep. 1984	100.8	97.3	99.2	98.2	106.7	101.1	88.5
Oct.-Dec. 1984	95.9	91.0	96.6	96.6	105.8	94.5	84.8
Jan.-Mar. 1985	98.1	91.8	93.7	96.2	103.6	96.9	83.6
Apr.-June 1985	94.9	92.0	95.2	96.7	105.0	92.9	85.6
July-Sep. 1985	95.9	92.2	91.2	94.3	104.1	92.7	81.6
Oct.-Dec. 1985	94.4	87.7	90.4	93.7	102.2	92.5	79.3
Jan.-Mar. 1986	99.7	93.8	94.2	96.9	108.1	96.5	82.2
Apr.-June 1986	103.4	92.2	95.5	100.3	107.5	98.5	82.8

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

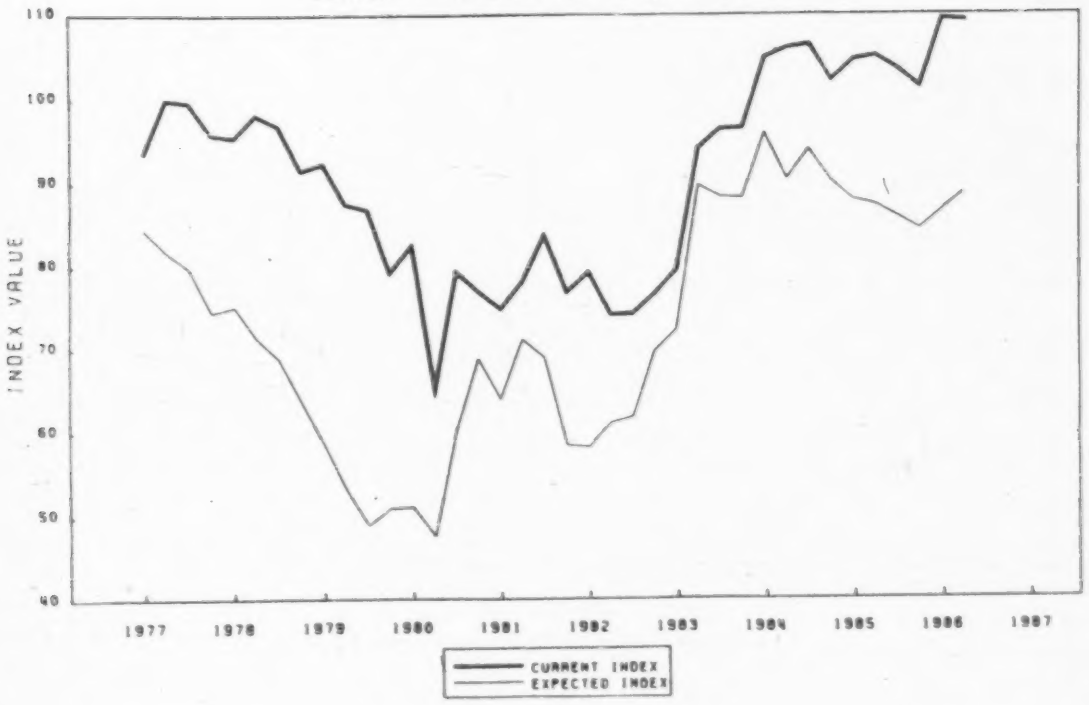


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

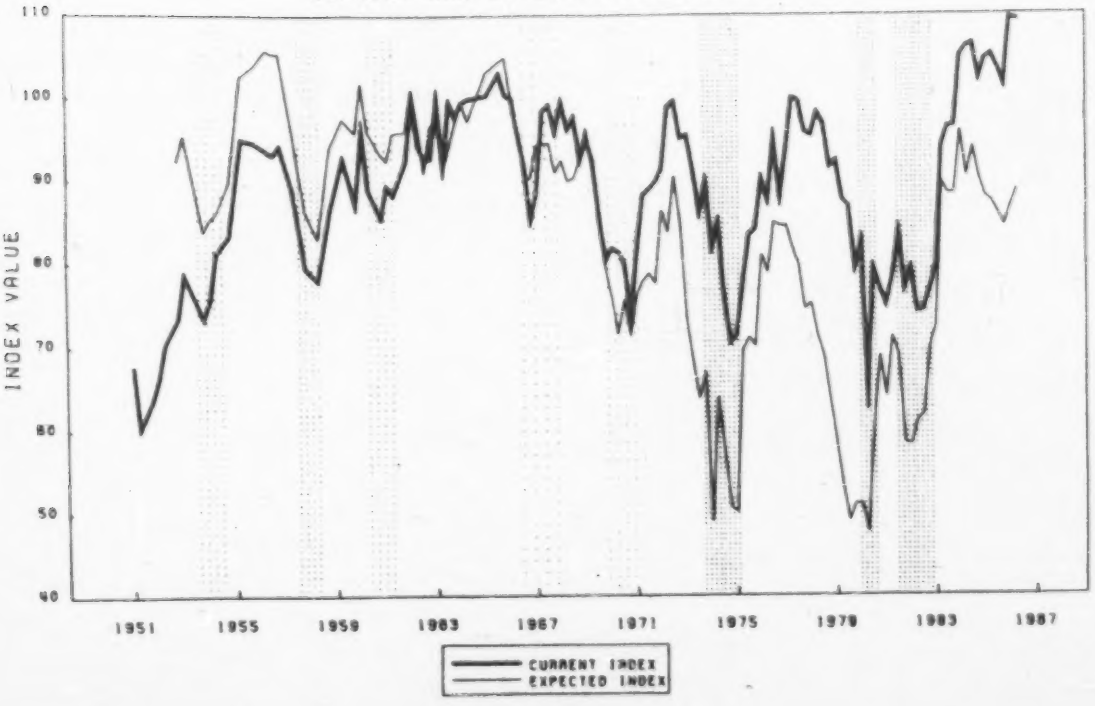


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	INDEX COMPONENTS +						
	Personal finances		Business conditions		Buying conds.	Current Index	Expected Index
	Current	Expected	12 months	5 years			
	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
Apr.-June 1979	89	92	58	57	135	87.6	53.2
July-Sep. 1979	92	96	48	46	131	87.0	49.0
Oct.-Dec. 1979	84	98	50	51	119	79.4	51.0
Jan.-Mar. 1980	86	99	50	49	126	82.6	51.1
Apr.-June 1980	77	98	35	51	88	65.0	47.6
July-Sep. 1980	91	111	64	62	111	79.2	60.1
Oct.-Dec. 1980	83	109	81	83	113	76.2	68.3
Jan.-Mar. 1981	82	106	70	75	109	74.2	63.3
Apr.-June 1981	88	114	89	79	112	77.5	70.5
July-Sep. 1981	98	115	84	74	117	83.1	68.3
Oct.-Dec. 1981	91	110	59	61	106	76.5	58.0
Jan.-Mar. 1982	91	111	55	65	114	79.3	58.2
Apr.-June 1982	91	113	61	69	100	74.2	61.1
July-Sep. 1982	89	113	64	69	102	74.3	61.8
Oct.-Dec. 1982	90	119	77	83	107	76.7	69.8
Jan.-Mar. 1983	91	119	92	78	114	79.6	72.4
Apr.-June 1983	106	132	131	99	137	94.2	89.8
July-Sep. 1983	109	125	130	100	141	96.5	88.4
Oct.-Dec. 1983	113	125	131	99	137	96.6	88.3
Jan.-Mar. 1984	119	131	146	109	153	104.9	96.0
Apr.-June 1984	121	126	133	106	154	105.9	90.6
July-Sep. 1984	122	128	137	113	153	106.4	94.0
Oct.-Dec. 1984	119	127	132	104	146	102.2	90.3
Jan.-Mar. 1985	115	122	133	99	156	104.6	88.0
Apr.-June 1985	116	125	127	99	157	105.1	87.4
July-Sep. 1985	115	124	124	98	154	103.5	86.0
Oct.-Dec. 1985	114	124	119	96	148	101.4	84.5
Jan.-Mar. 1986	120	123	129	96	164	109.4	86.7
Apr.-June 1986	120	128	133	95	163	109.2	88.3

(1) : See Table 4.
(2) : See Table 6.
(3) : See Table 15.
(4) : See Table 16.
(5) : See Table 21.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

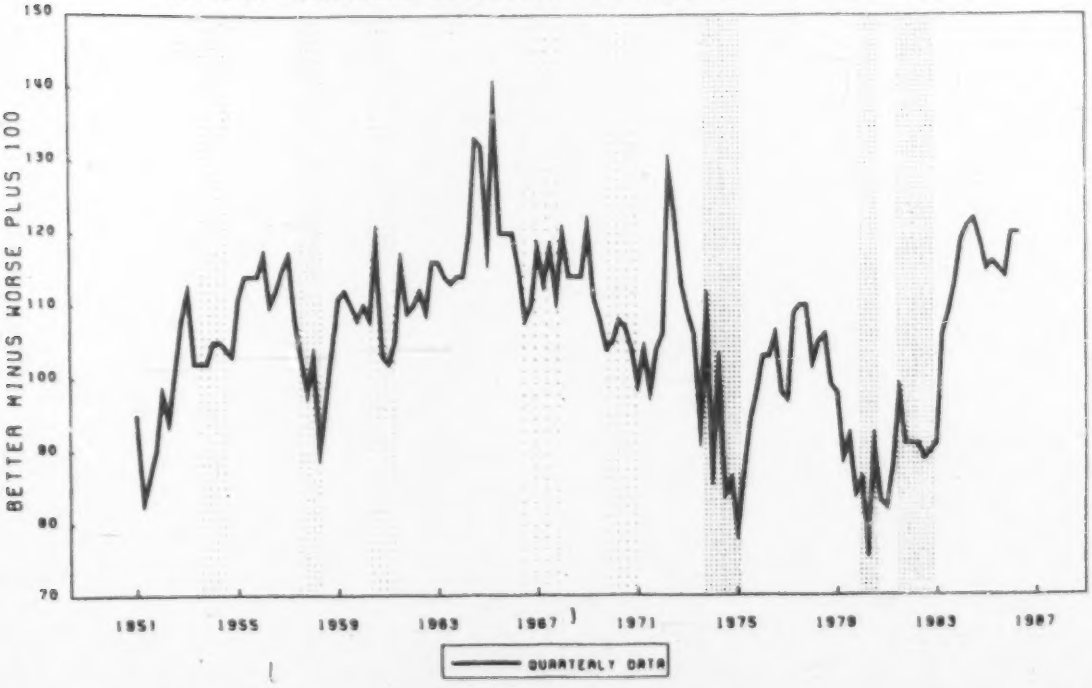


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
BETTER OFF	37%	38%	40%	45%	45%	45%	44%	41%	41%	42%	41%	44%	45%
SAME	32	33	33	30	31	32	30	33	33	30	32	31	31
WORSE OFF	31	29	27	25	24	23	26	26	26	27	27	25	24
DK,NA	*	*	*	*	*	*	*	*	*	1	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
BETTER OFF	49%	54%	52%	63%	59%	59%	61%	59%	58%	55%	53%	58%	56%
SAME	29	28	31	22	25	27	26	26	27	24	28	27	25
WORSE OFF	21	18	17	15	16	14	13	15	15	20	19	15	18
DK,NA	1	*	*	*	*	*	*	*	*	1	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

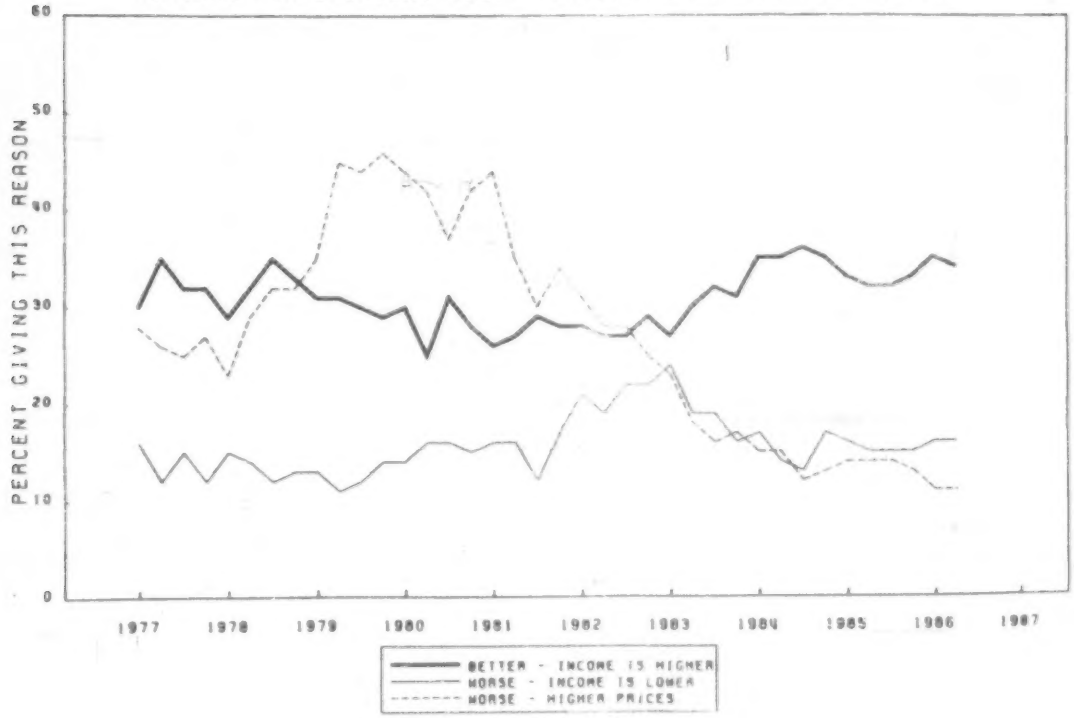


CHART 5 - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

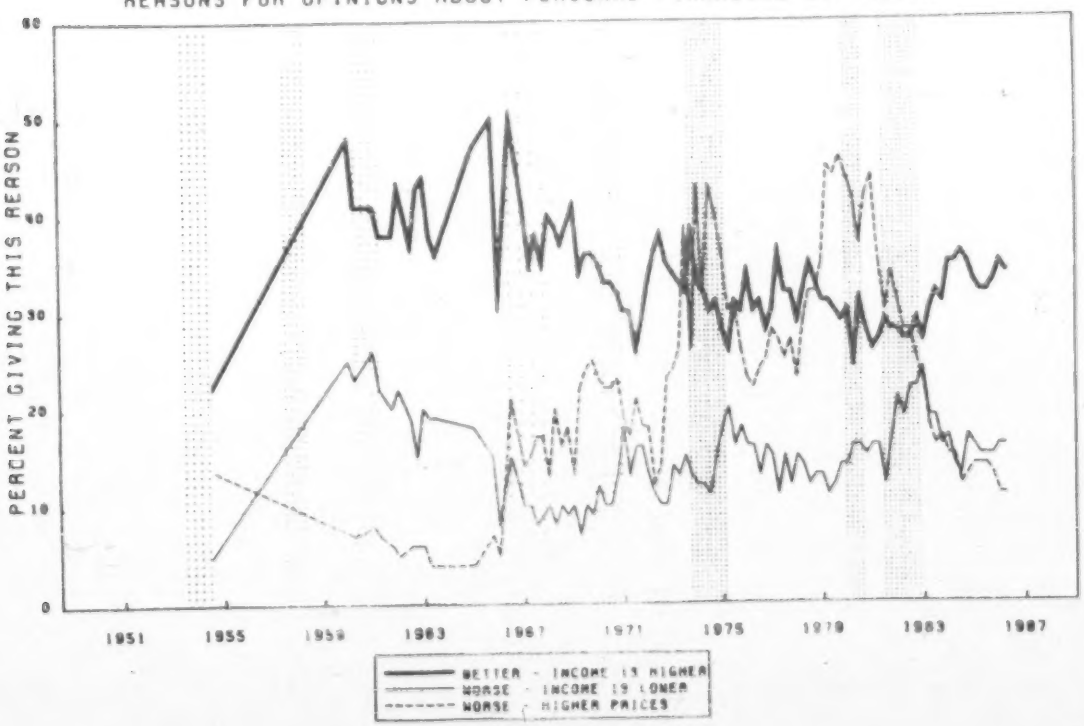


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
BETTER OFF THAN YEAR AGO:													
Income is higher	30%	32%	31%	35%	35%	36%	35%	33%	32%	32%	33%	35%	34%
WORSE OFF THAN YEAR AGO:													
Income is lower	19	19	16	17	14	13	17	16	15	15	15	16	16
Higher prices	18	16	17	15	15	12	13	14	14	14	13	11	11
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
BETTER OFF THAN YEAR AGO:													
Income is higher	42%	48%	43%	51%	48%	50%	50%	51%	51%	46%	44%	48%	43%
WORSE OFF THAN YEAR AGO:													
Income is lower	16	14	11	12	10	10	11	10	10	13	11	11	14
Higher prices	13	11	11	7	11	8	6	9	8	9	10	6	8

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES

EXPECTED CHANGE IN FINANCIAL SITUATION

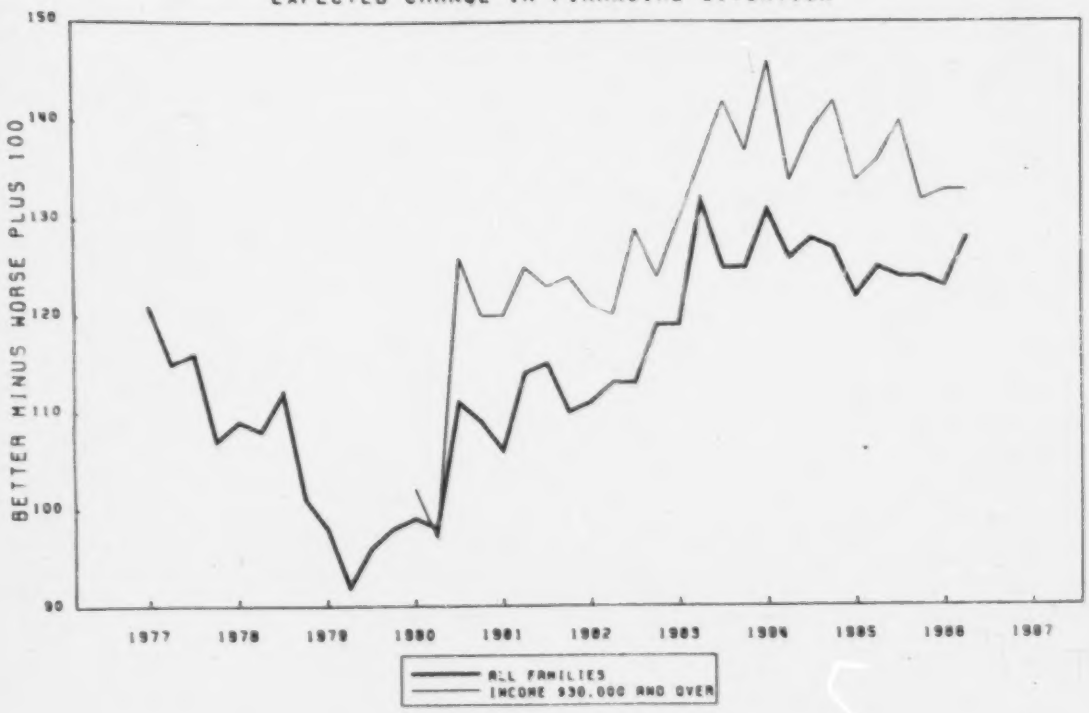


CHART B - HISTORICAL SERIES

EXPECTED CHANGE IN FINANCIAL SITUATION

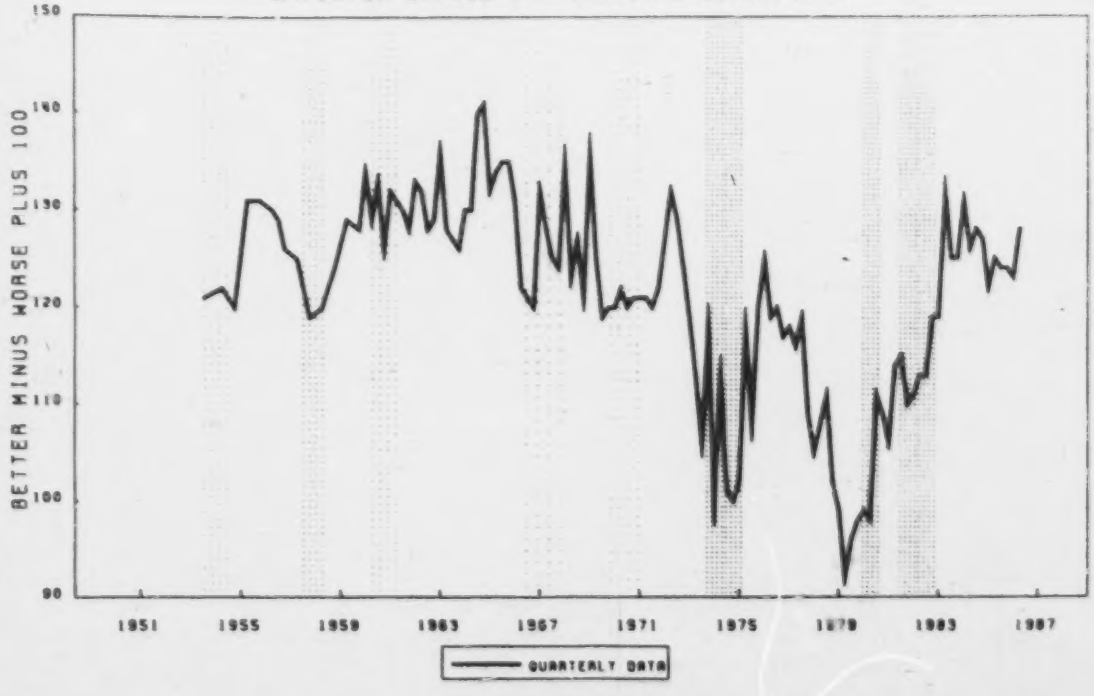


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
BETTER OFF	40%	36%	37%	41%	37%	37%	38%	35%	36%	35%	34%	36%	39%
SAME	49	49	48	46	49	50	48	50	50	50	52	49	48
WORSE OFF	8	11	11	10	12	9	11	12	11	12	11	12	11
DK,NA	3	4	4	3	2	4	3	3	3	3	3	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
BETTER OFF	44%	49%	45%	52%	44%	46%	50%	44%	44%	47%	42%	43%	43%
SAME	45	43	46	40	45	44	41	45	45	43	47	45	45
WORSE OFF	9	6	8	7	10	8	8	10	9	8	9	10	10
DK,NA	2	2	1	1	1	2	1	1	2	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES

TREND IN PERSONAL FINANCIAL SITUATION

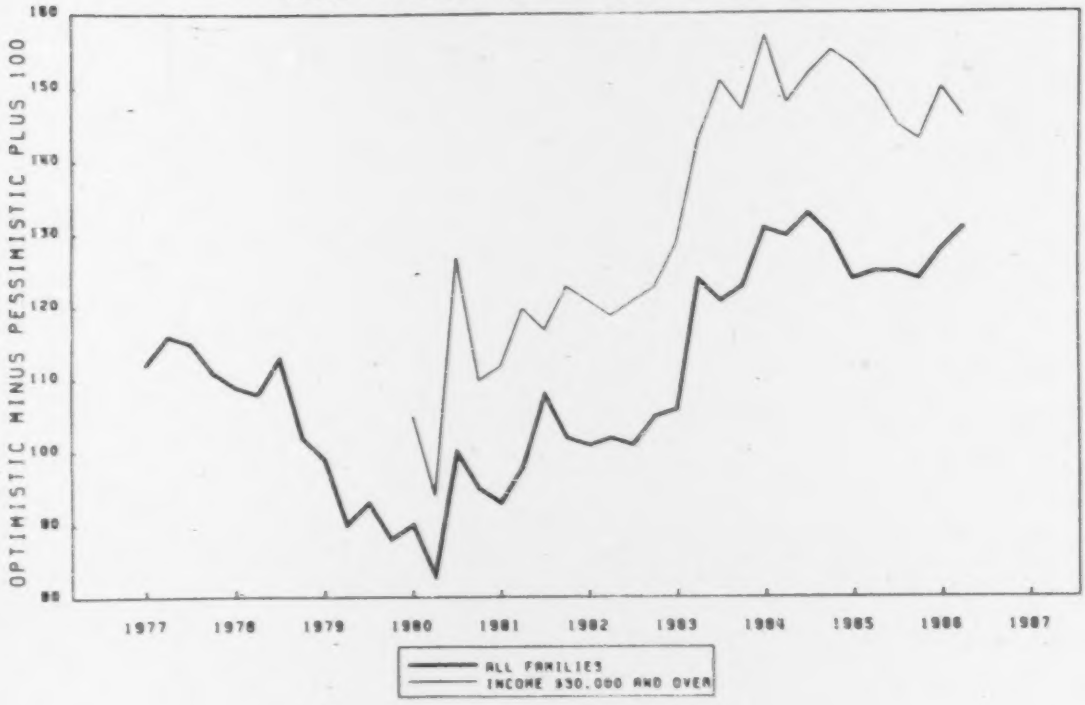


CHART 7 - HISTORICAL SERIES

TREND IN PERSONAL FINANCIAL SITUATION

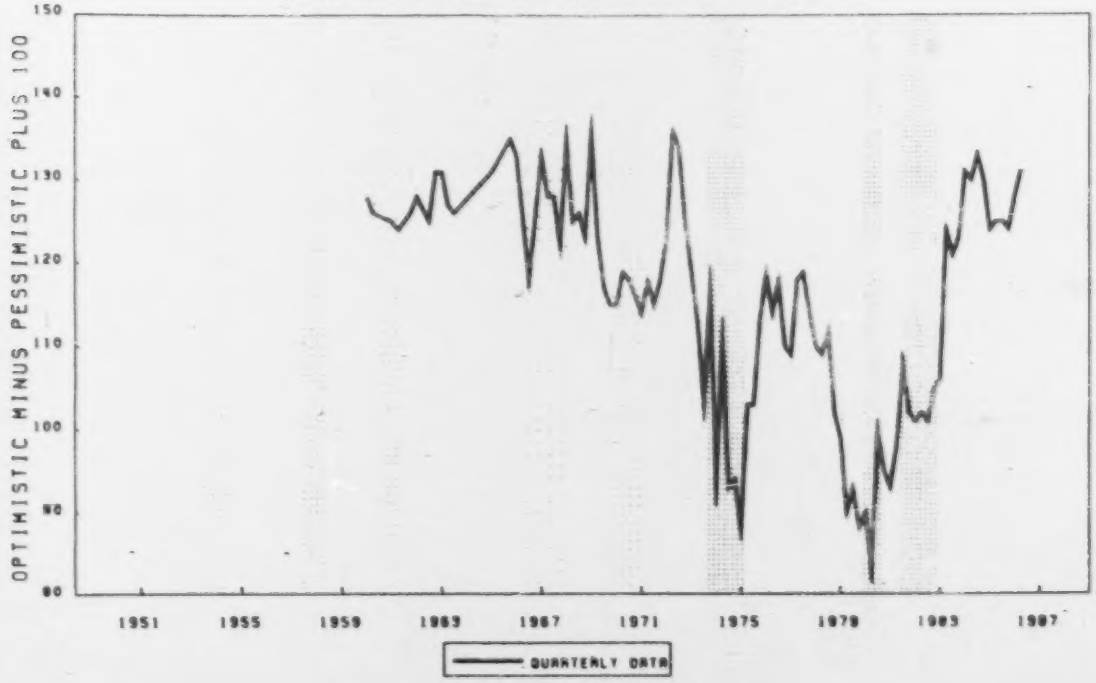


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	18%	19%	20%	24%	22%	24%	22%	20%	21%	20%	19%	21%	22%
Intermittant increase (b)	25	25	24	26	26	27	28	26	26	25	27	28	27
Remain unchanged (c)	19	19	20	16	19	19	17	20	20	19	20	17	18
Intermittant decline (d)	17	17	16	16	14	14	15	16	16	14	16	16	15
Continuous decline (e)	4	6	6	4	5	5	5	5	6	7	5	6	4
Mixed change (f)	13	10	10	10	12	7	10	10	8	11	10	10	11
DK,NA	4	4	4	4	2	4	3	3	3	4	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	25%	30%	29%	37%	32%	33%	35%	28%	31%	31%	27%	29%	28%
Intermittant increase (b)	32	32	30	30	30	31	30	35	31	28	31	34	33
Remain unchanged (c)	15	16	18	12	15	16	15	13	15	14	16	13	12
Intermittant decline (d)	11	8	10	9	11	9	8	10	11	12	12	10	13
Continuous decline (e)	4	2	3	2	3	3	2	2	2	2	4	3	3
Mixed change (f)	11	10	8	9	9	7	8	10	8	10	9	10	9
DK,NA	2	2	2	1	*	1	2	2	2	3	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

* : Less than half of one percent.

CHART 8 - RECENT CHANGES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

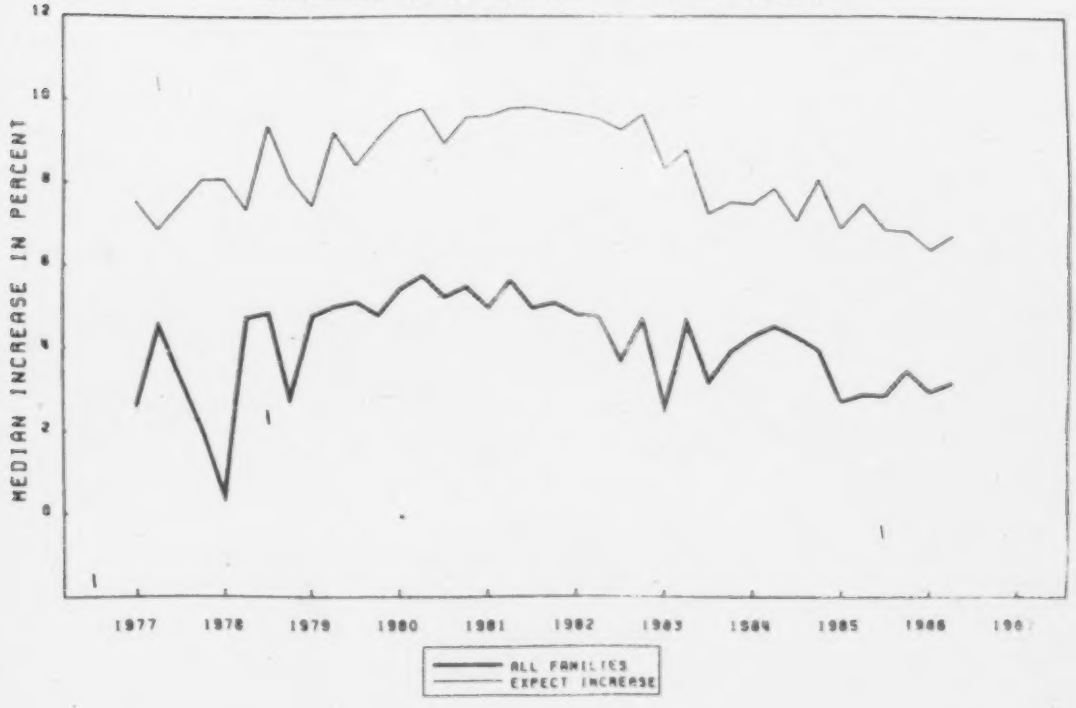


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
EXPECT INCREASE:													
1-4%	9%	11%	12%	14%	11%	15%	12%	13%	13%	13%	15%	14%	14%
5%	11	11	10	11	11	11	10	11	10	10	9	11	10
6-9%	11	8	9	9	9	10	8	7	6	8	8	7	9
10-24%	18	15	16	17	18	17	18	15	16	16	16	15	16
25% or more	8	8	7	8	8	7	8	7	8	6	6	7	7
DK how much up	4	5	6	5	5	4	6	3	4	3	5	4	3
EXPECT SAME	26	27	25	25	24	23	23	27	28	28	26	27	25
EXPECT DOWN	12	13	12	9	12	11	13	16	14	14	13	14	14
DK,NA	1	2	3	2	2	2	2	1	1	2	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
EXPECT INCREASE:													
1-4%	9%	11%	11%	11%	15%	14%	11%	13%	15%	12%	12%	15%	15%
5%	11	13	14	13	11	14	13	13	13	15	11	15	12
6-9%	16	13	14	14	14	16	14	13	12	13	12	11	13
10-24%	27	24	25	28	25	23	24	23	21	22	22	21	20
25% or more	5	8	3	9	6	7	6	5	7	6	7	6	6
DK how much up	2	2	4	3	3	2	3	2	3	3	2	3	2
EXPECT SAME	19	17	18	14	15	16	15	17	16	15	20	17	19
EXPECT DOWN	11	11	10	8	11	8	13	13	12	14	13	12	12
DK,NA	*	1	1	*	*	*	1	1	1	*	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE DURING THE NEXT YEAR

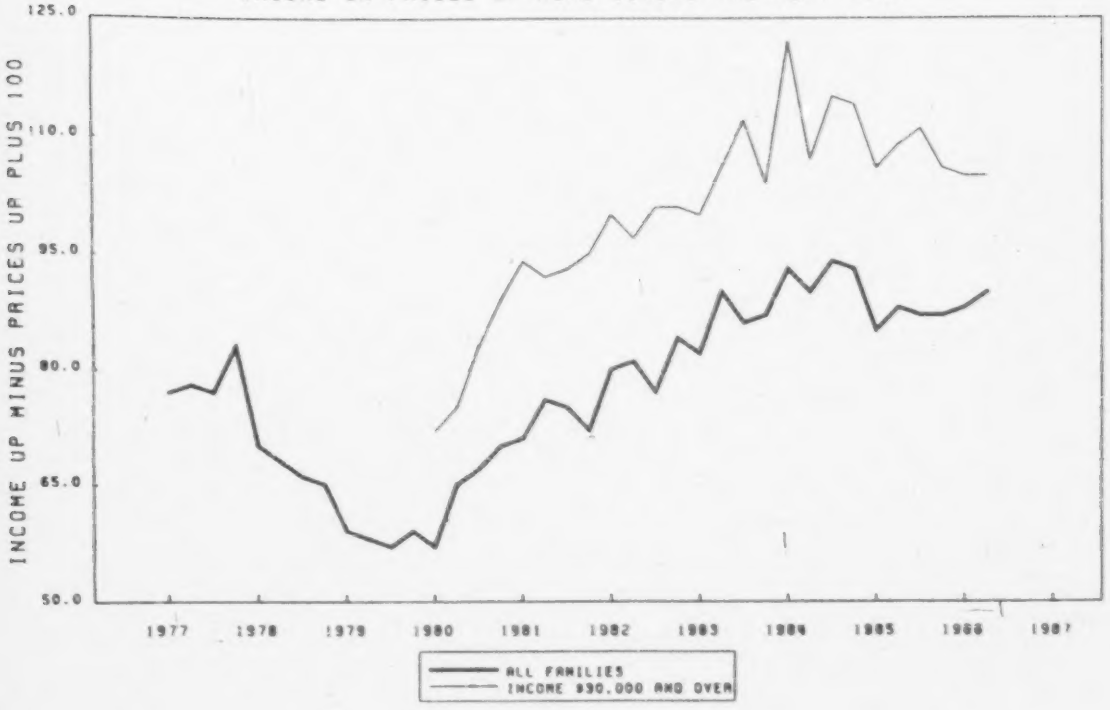


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
INCOME UP MORE	21%	20%	20%	23%	21%	23%	23%	19%	21%	21%	21%	20%	21%
INCOME UP SAME	45	43	43	45	44	43	44	45	43	43	42	45	44
PRICES UP MORE	31	34	34	30	32	30	30	34	33	34	34	33	32
DK,NA	3	3	3	2	3	4	3	2	3	2	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
INCOME UP MORE	30%	33%	31%	39%	32%	36%	37%	31%	35%	34%	32%	29%	30%
INCOME UP SAME	45	45	42	42	43	44	40	42	39	43	41	45	45
PRICES UP MORE	24	21	26	18	24	20	22	25	25	23	26	25	25
DK,NA	1	1	1	1	1	*	1	2	1	*	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART10 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

CHART 10 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

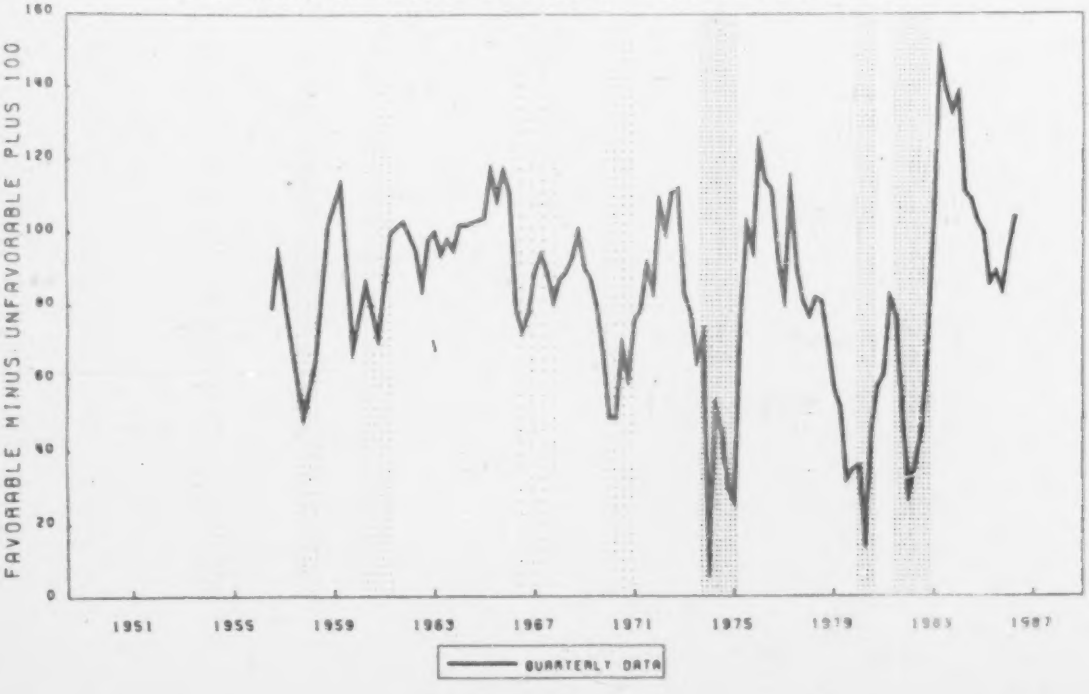


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
FAVORABLE NEWS	80%	69%	62%	67%	48%	48%	41%	43%	32%	34%	31%	39%	46%
UNFAVORABLE NEWS	31	30	28	30	37	39	38	43	46	45	47	44	42
NO MENTIONS	30	37	41	38	43	42	46	44	49	47	49	45	43
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
FAVORABLE NEWS	107%	100%	87%	94%	65%	58%	61%	65%	45%	45%	41%	53%	55%
UNFAVORABLE NEWS	29	27	33	25	44	46	40	42	56	49	55	47	46
NO MENTIONS	16	23	26	26	31	34	33	31	36	39	39	35	37

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

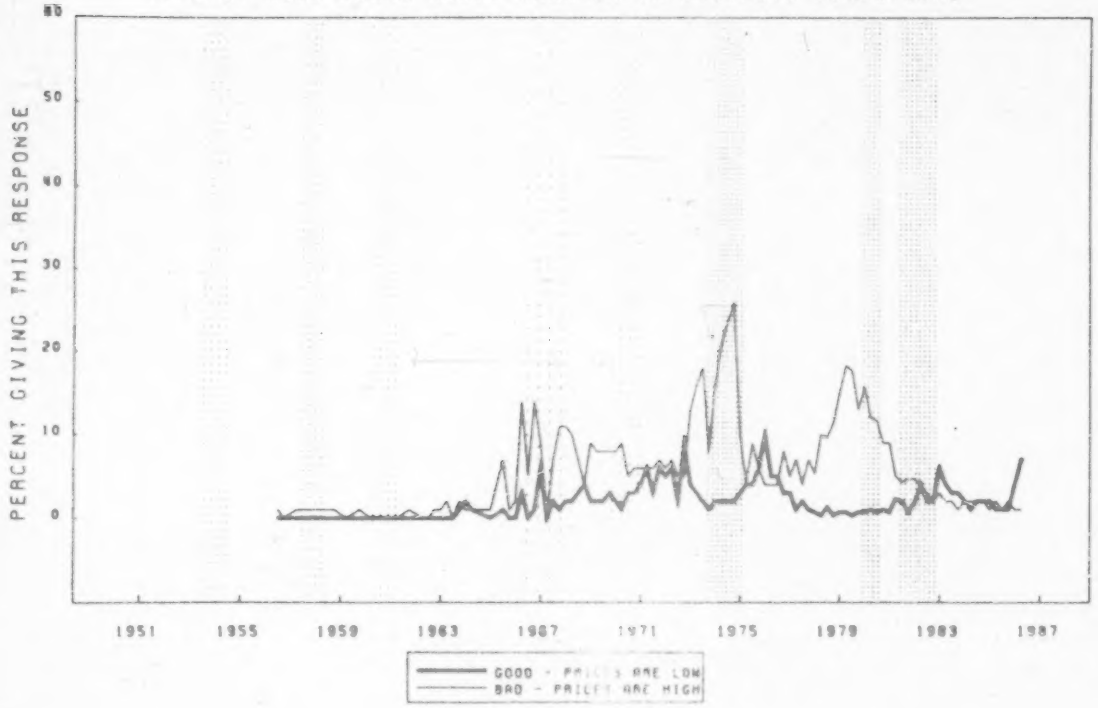


CHART 11B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

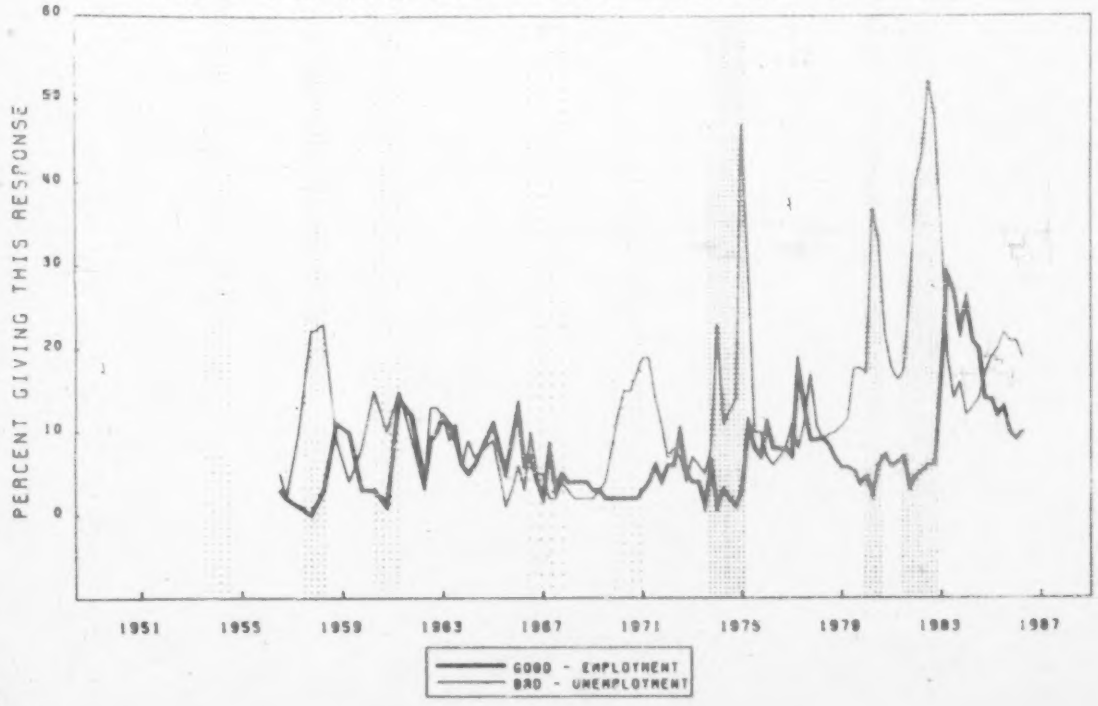


TABLE 11

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
FAVORABLE NEWS:													
Government; elections	1%	2%	2%	2%	1%	2%	2%	3%	3%	1%	2%	1%	2%
Employment	29	27	22	26	21	20	14	14	12	13	10	9	10
Higher consumer demand	10	12	12	14	9	6	5	5	3	3	3	2	2
Lower prices	4	3	3	2	1	2	2	2	1	1	1	4	7
Easier credit	16	9	5	5	3	3	7	8	5	8	6	11	12
UNFAVORABLE NEWS:													
Government; elections	3	2	2	4	2	4	4	5	5	4	5	4	3
Unemployment	19	14	16	12	13	14	17	19	20	22	21	21	19
Lower consumer demand	2	2	1	1	1	2	2	3	3	2	3	2	2
Higher prices	2	2	1	2	2	2	2	1	2	1	2	1	1
Tighter credit	1	4	2	2	10	9	3	2	2	1	2	*	1
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
FAVORABLE NEWS:													
Government; elections	2%	3%	2%	3%	2%	2%	4%	5%	4%	2%	1%	2%	3%
Employment	31	30	29	36	24	20	18	18	11	13	10	11	11
Higher consumer demand	15	19	18	21	10	9	8	7	6	4	5	3	4
Lower prices	8	5	4	4	2	3	3	5	2	2	3	6	9
Easier credit	22	15	9	7	6	4	13	15	9	13	11	17	15
UNFAVORABLE NEWS:													
Government; elections	2	3	2	6	3	5	6	7	8	5	6	5	5
Unemployment	21	11	17	9	11	13	13	17	21	22	24	19	21
Lower consumer demand	1	1	2	*	1	2	2	3	4	2	4	3	2
Higher prices	1	1	1	1	2	1	1	1	2	2	1	1	2
Tighter credit	1	6	3	4	18	15	6	3	2	1	1	*	1
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 12 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

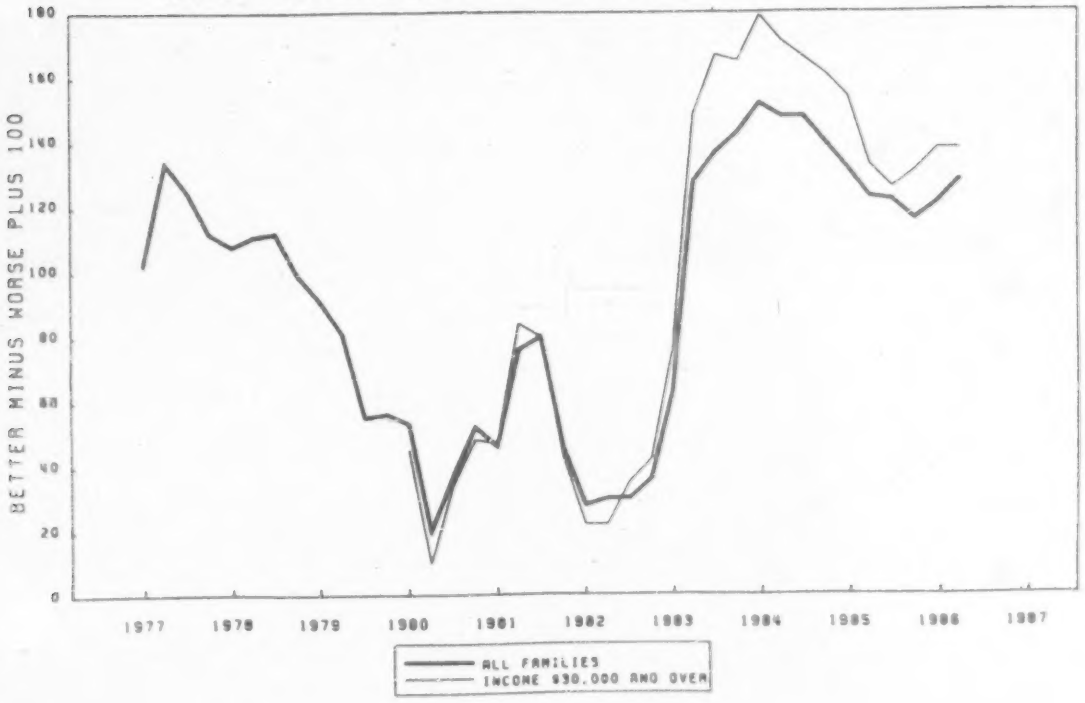


CHART 12 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

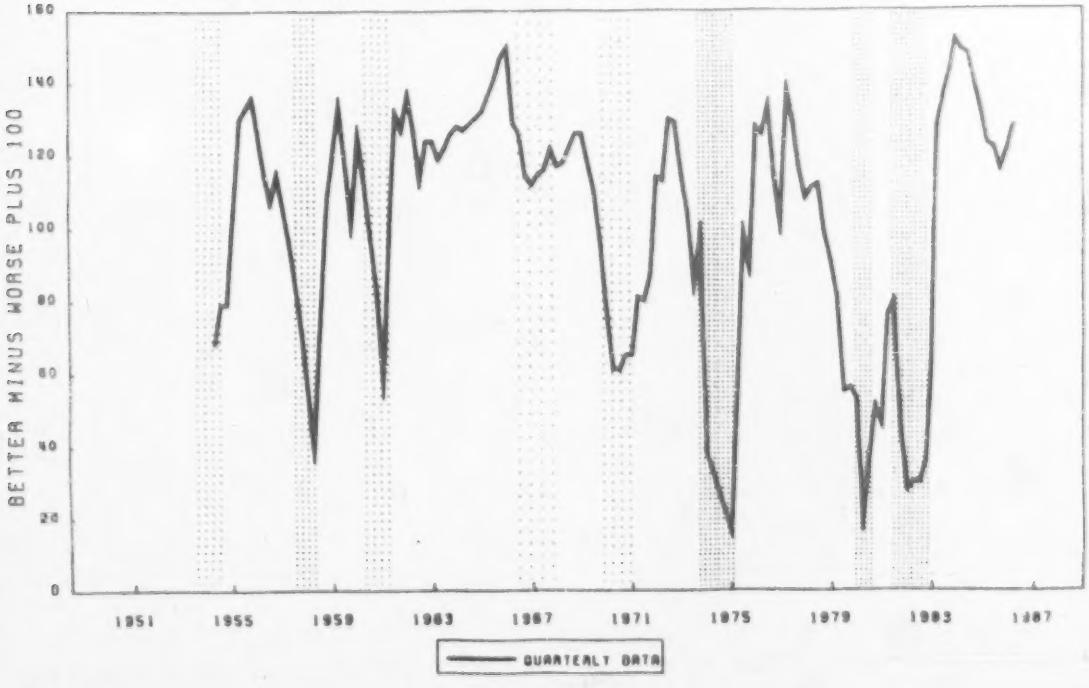


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
BETTER NOW	59%	63%	67%	71%	68%	67%	64%	58%	53%	53%	49%	52%	58%
SAME	10	9	8	8	11	11	12	14	15	14	15	15	10
WORSE NOW	30	27	23	20	19	20	23	26	30	31	34	31	30
DK,NA	1	1	2	1	2	2	1	2	2	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
BETTER NOW	70%	81%	80%	87%	82%	79%	75%	71%	59%	56%	58%	61%	63%
SAME	8	4	5	5	7	7	9	12	14	13	14	15	10
WORSE NOW	21	14	15	8	11	13	15	16	26	30	28	23	25
DK,NA	1	1	*	*	*	1	1	1	1	1	*	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

* : Less than half of one percent.

CHART 13 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

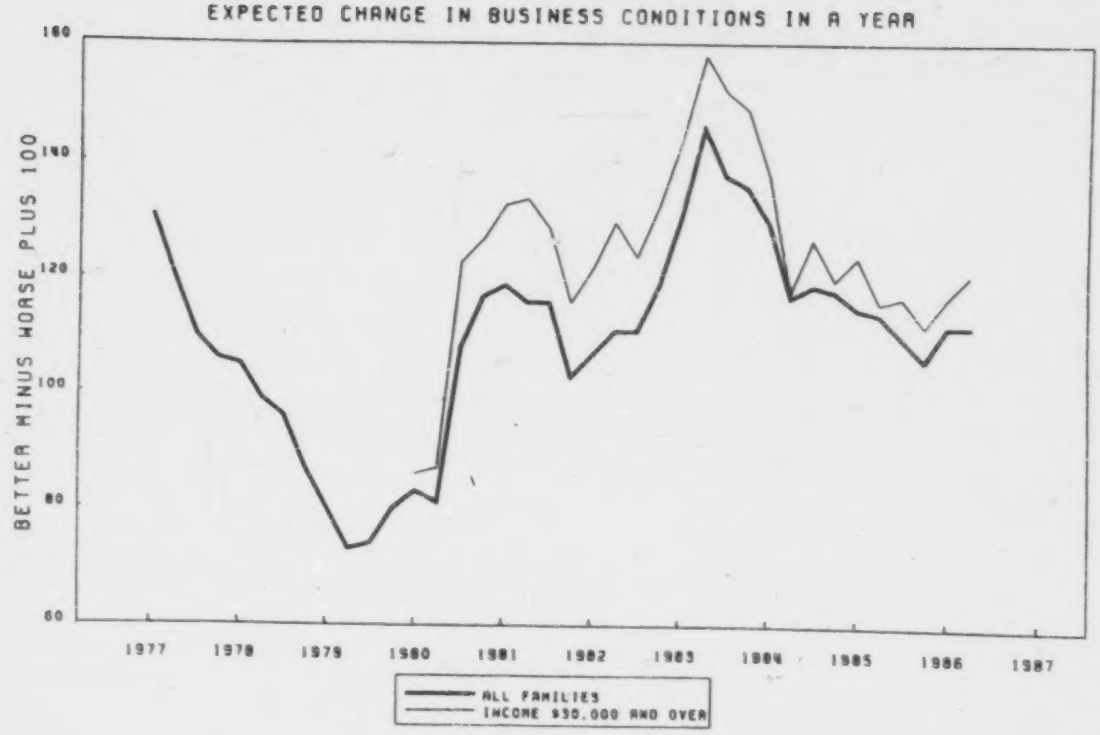


CHART 13 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

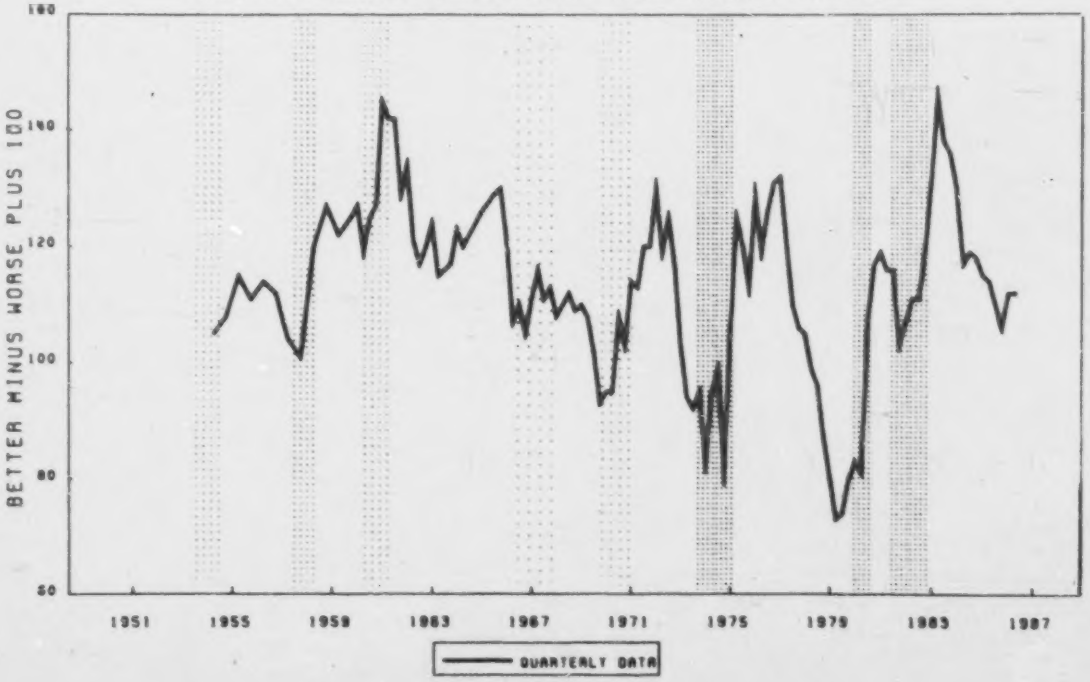


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
BETTER	52%	47%	45%	41%	31%	33%	33%	30%	28%	25%	24%	26%	27%
SAME	39	42	43	47	53	49	48	53	55	57	57	57	57
WORSE	7	9	10	10	14	14	16	15	15	15	17	15	14
DK,NA	2	2	2	2	2	4	3	2	2	3	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
BETTER	62%	58%	54%	47%	33%	39%	35%	37%	31%	29%	28%	30%	32%
SAME	32	35	41	43	50	46	49	50	51	58	56	55	55
WORSE	5	6	5	9	15	13	15	12	15	12	15	14	12
DK,NA	1	1	*	1	2	2	1	1	3	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

* : Less than half of one percent.

CHART 14 - RECENT CHANGES

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

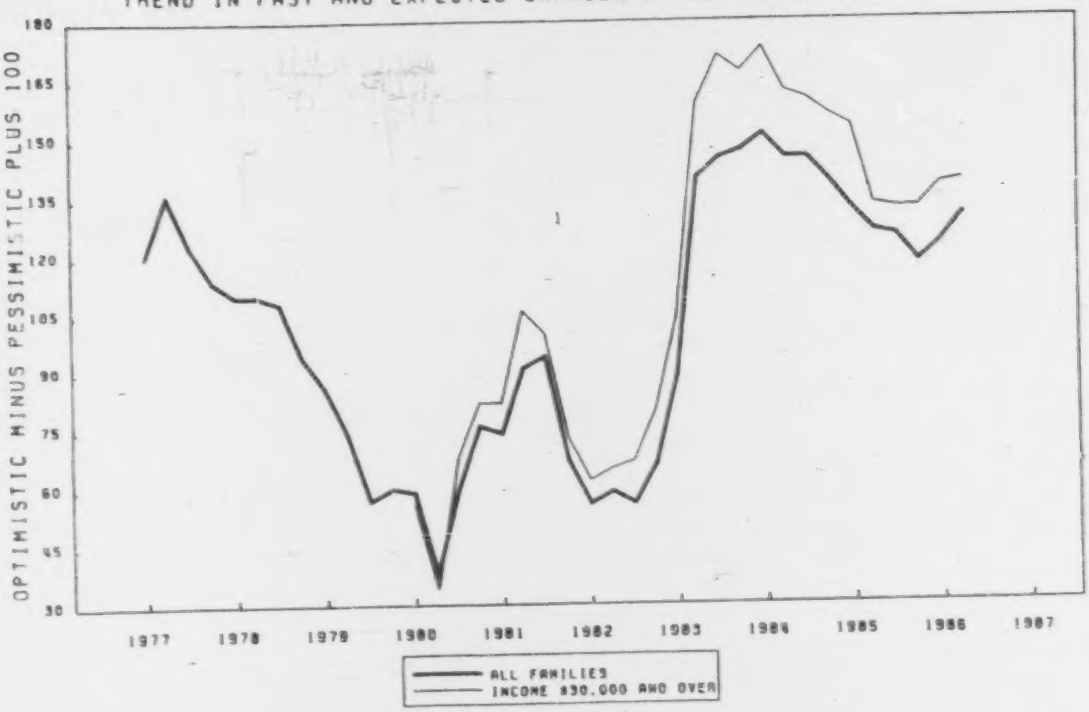


CHART 14 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

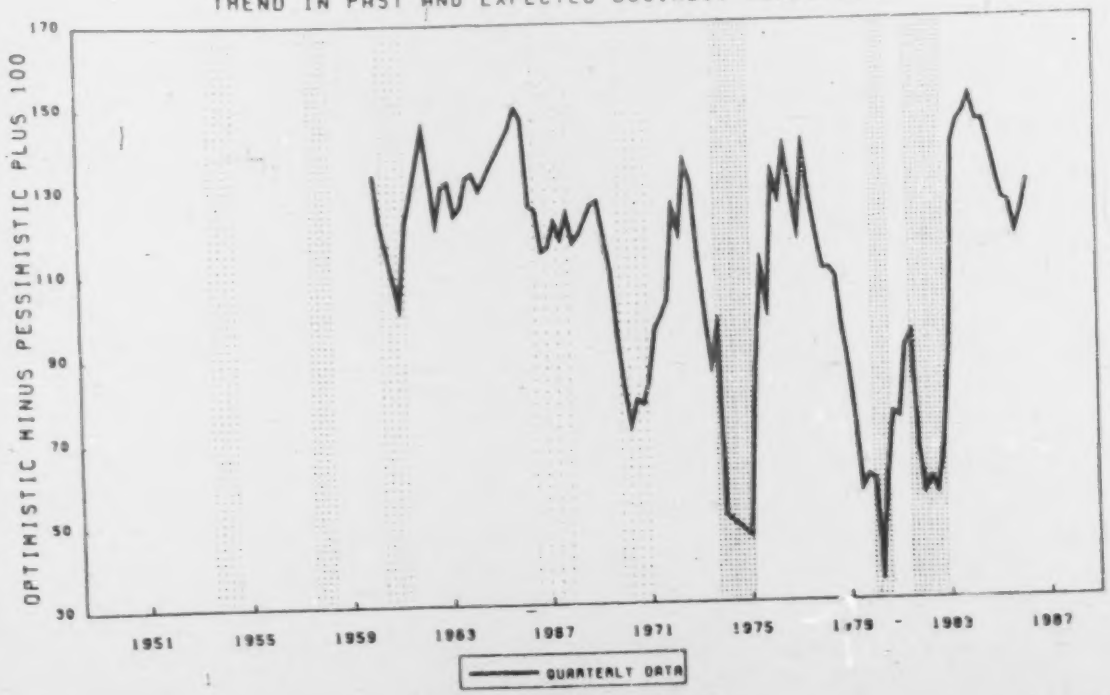


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
TREND:													
Continuous increase (a)	39%	37%	37%	35%	26%	26%	26%	23%	20%	18%	16%	18%	20%
Intermittant increase (b)	22	26	28	32	37	36	33	33	32	34	33	33	36
Remain unchanged (c)	5	6	5	5	7	5	6	8	10	9	9	9	7
Intermittant decline (d)	16	13	14	12	12	11	13	16	18	18	19	19	17
Continuous decline (e)	6	6	5	4	6	6	8	9	9	10	12	9	9
Mixed change (f)	10	9	8	9	9	10	10	8	7	7	7	9	8
DK,NA	2	3	3	3	3	6	4	3	4	4	4	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
TREND:													
Continuous increase (a)	51%	50%	49%	44%	31%	34%	31%	31%	24%	20%	22%	23%	26%
Intermittant increase (b)	22	29	30	36	41	37	38	37	33	37	35	36	36
Remain unchanged (c)	3	3	3	3	4	3	7	7	8	9	9	10	6
Intermittant decline (d)	11	5	10	6	7	8	7	10	16	17	15	14	16
Continuous decline (e)	3	3	3	2	3	4	6	6	8	8	11	7	7
Mixed change (f)	9	8	4	8	13	11	10	8	8	7	7	9	7
DK,NA	1	2	1	1	1	3	1	1	3	2	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

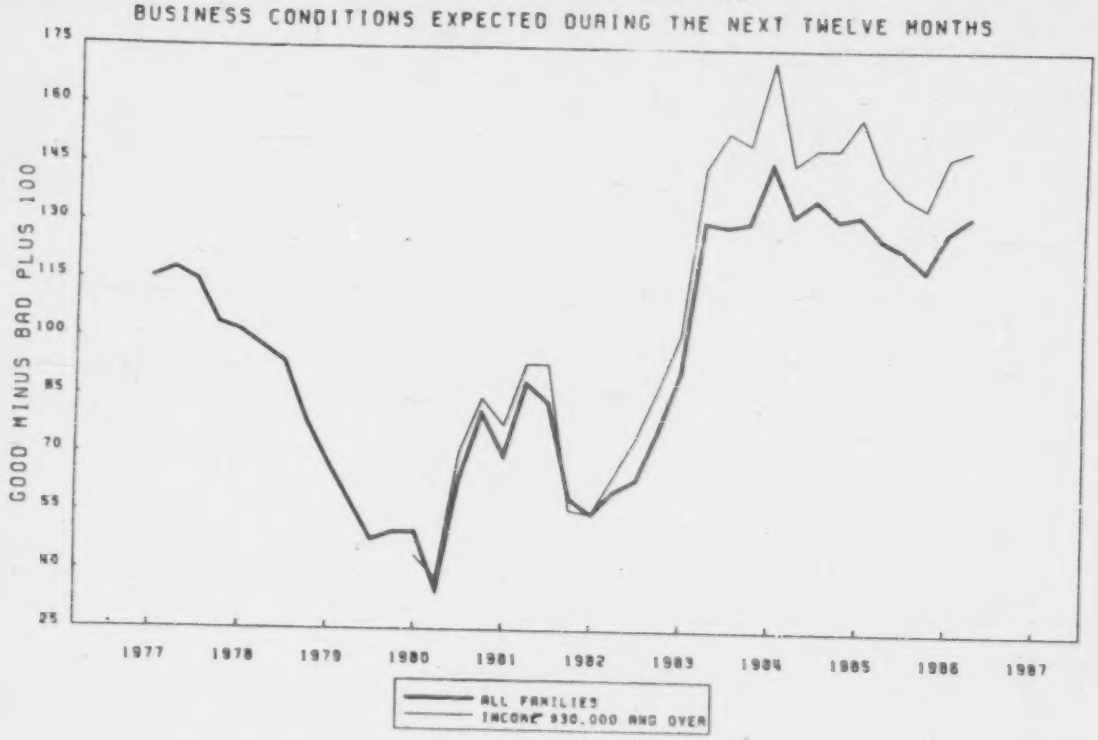


CHART 15 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

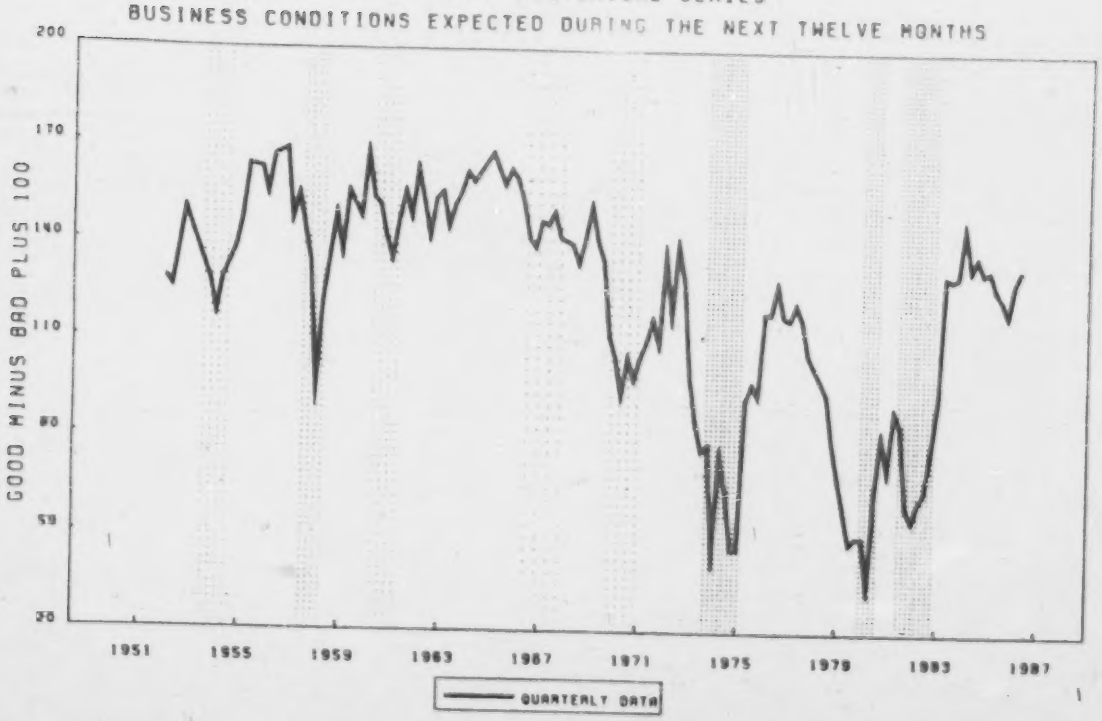


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
GOOD TIMES	61%	60%	61%	69%	61%	63%	59%	62%	57%	55%	53%	59%	61%
UNCERTAIN; GOOD & BAD	2	3	3	2	3	3	3	3	2	4	4	3	2
BAD TIMES	30	30	30	22	28	26	27	29	30	32	33	30	27
DON'T KNOW	4	5	5	5	5	6	7	4	6	6	6	5	6
NOT ASCERTAINED	3	2	1	2	3	2	4	2	5	3	4	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
GOOD TIMES	69%	73%	72%	84%	69%	70%	69%	76%	68%	64%	63%	70%	71%
UNCERTAIN; GOOD & BAD	2	3	3	1	3	5	3	3	3	3	4	3	1
BAD TIMES	24	19	22	12	23	21	20	18	23	27	27	22	21
DON'T KNOW	2	3	2	2	3	2	4	2	2	4	5	3	4
NOT ASCERTAINED	3	2	1	1	2	2	4	1	4	2	1	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

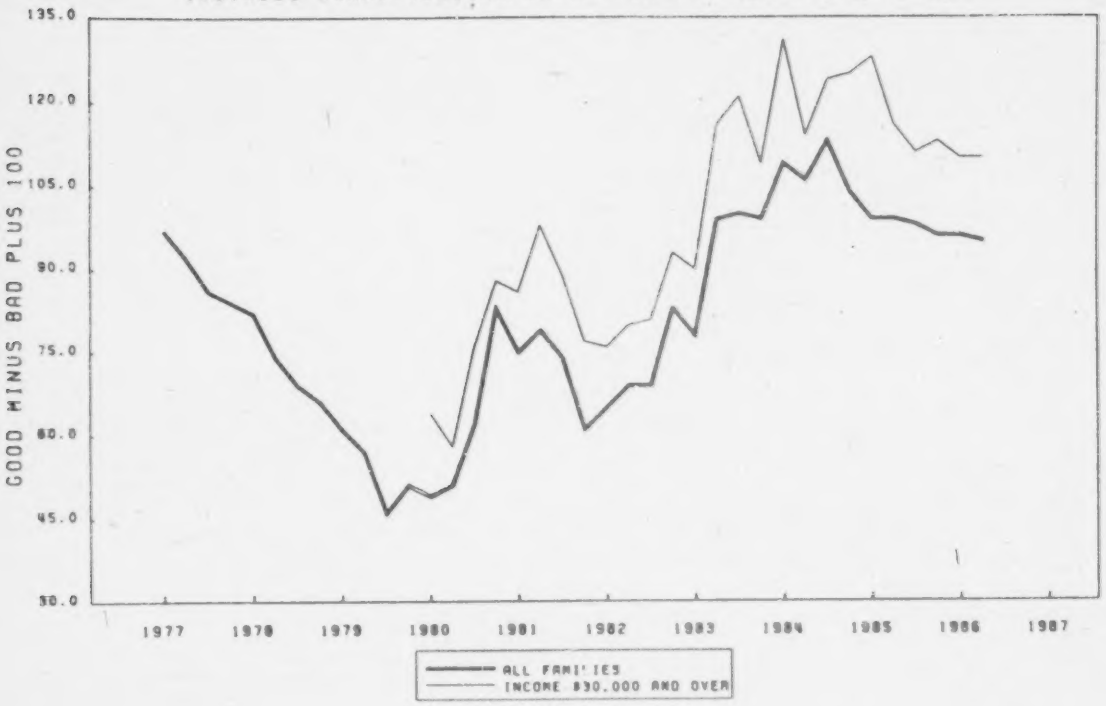


CHART 16 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

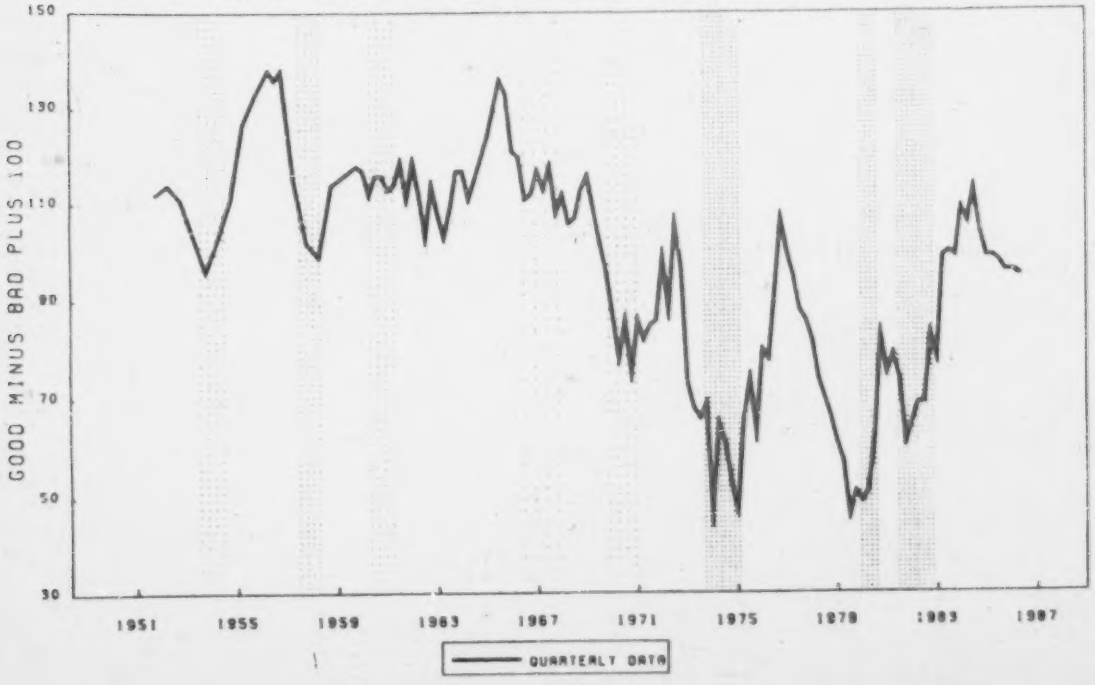


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
GOOD TIMES	39%	38%	39%	44%	42%	46%	42%	41%	41%	40%	38%	40%	38%
UNCERTAIN; GOOD & BAD	17	20	17	16	17	16	16	13	15	15	15	12	15
BAD TIMES	40	38	40	35	36	33	37	43	41	42	41	44	42
NOT ASCERTAINED	4	4	4	5	5	5	5	3	3	3	6	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
GOOD TIMES	48%	48%	45%	56%	44%	51%	52%	56%	47%	47%	45%	47%	46%
UNCERTAIN; GOOD & BAD	18	20	17	16	22	18	16	13	17	14	16	13	15
BAD TIMES	31	27	35	25	30	27	27	27	32	36	32	37	36
NOT ASCERTAINED	3	5	3	3	4	4	5	4	4	3	7	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES

EXPECTED CHANGE IN UNEMPLOYMENT

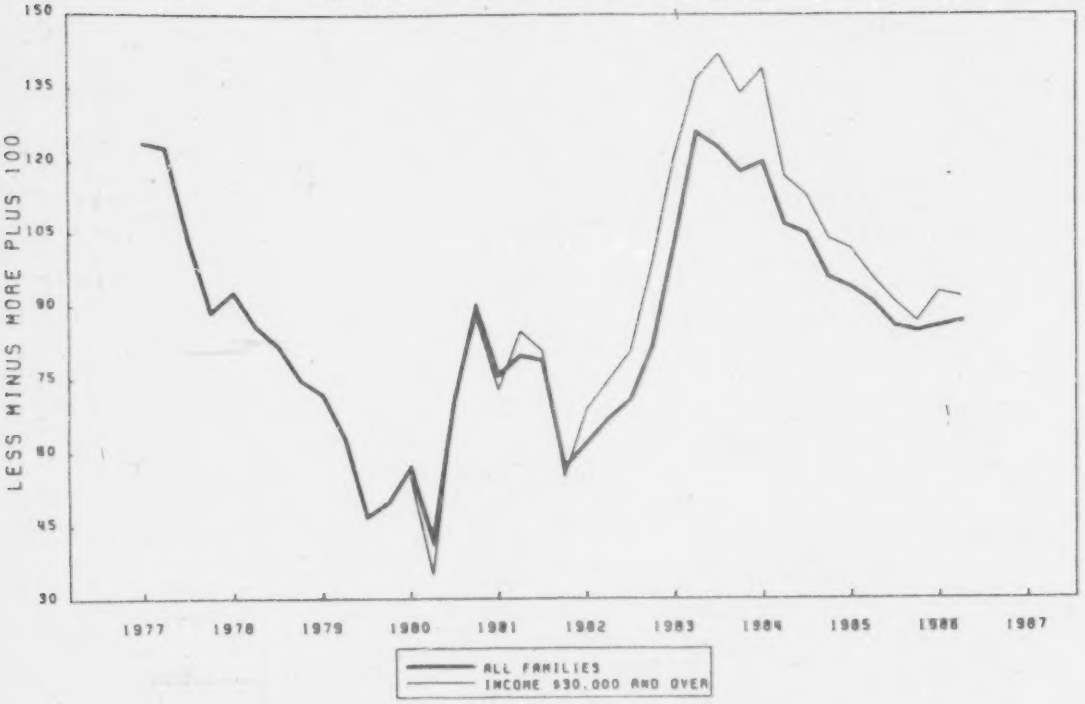


CHART 17 - HISTORICAL SERIES

EXPECTED CHANGE IN UNEMPLOYMENT

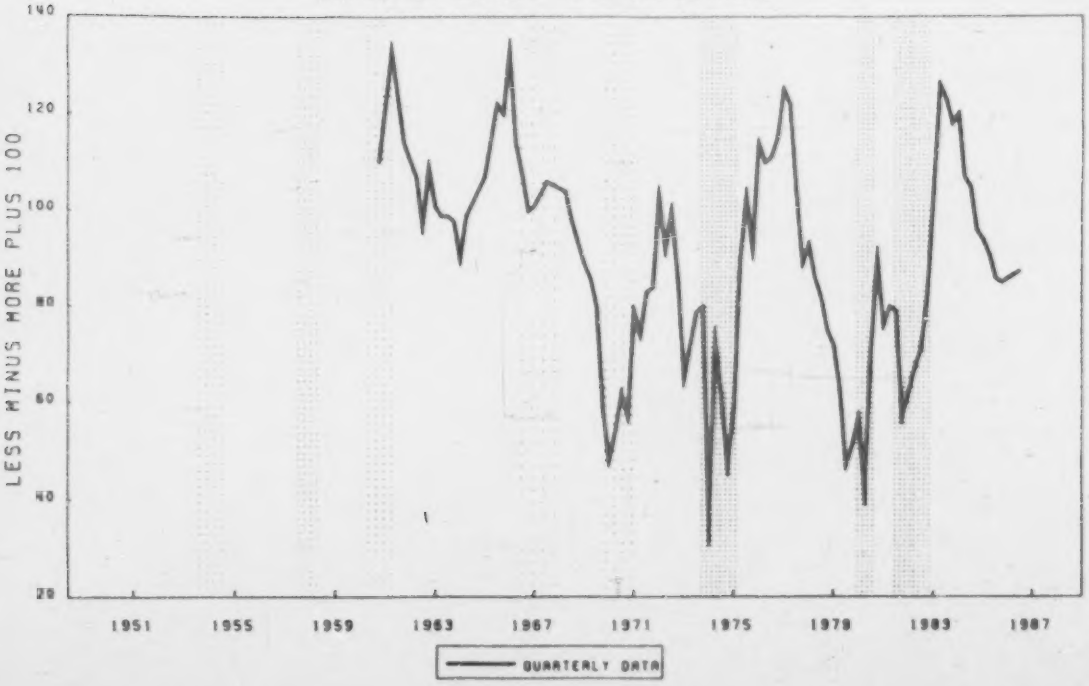


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
LESS	40%	39%	35%	35%	27%	25%	21%	21%	18%	15%	16%	17%	16%
SAME	44	43	45	48	52	52	52	50	53	54	53	51	53
MORE	15	16	18	15	20	21	25	27	27	29	30	31	30
DK,NA	1	2	2	2	1	2	2	2	2	2	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
LESS	48%	51%	45%	47%	32%	29%	24%	25%	20%	15%	16%	17%	18%
SAME	39	39	44	44	54	54	56	51	56	60	54	57	55
MORE	12	9	11	9	14	16	19	24	23	24	29	25	26
DK,NA	1	1	*	*	*	1	1	*	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

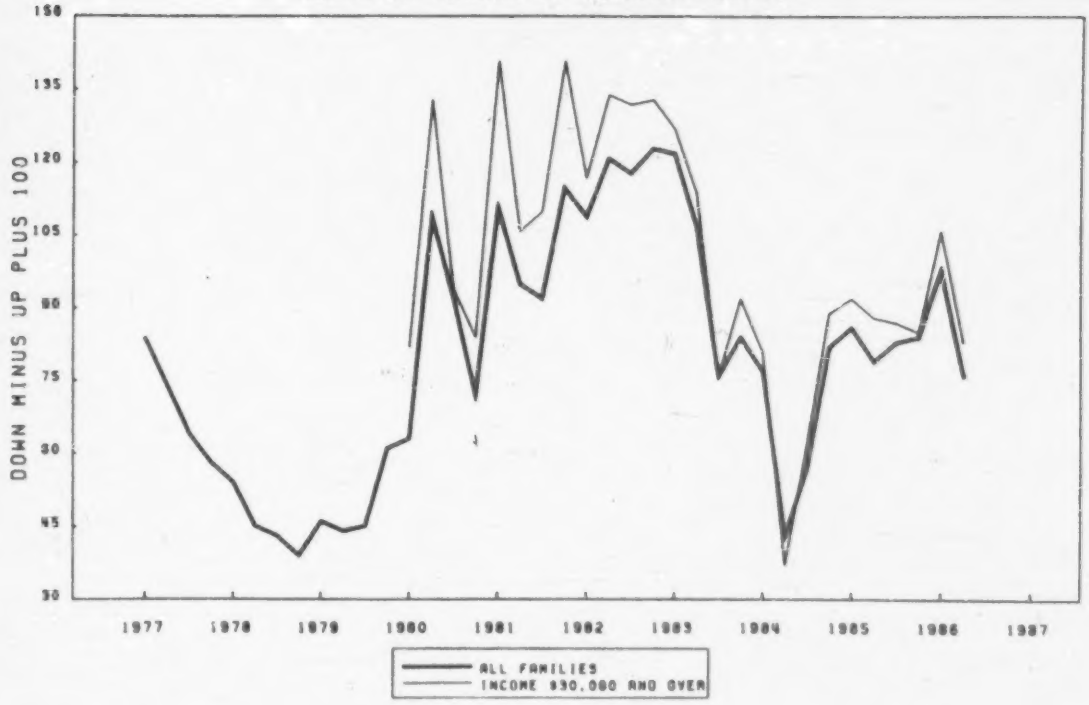


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

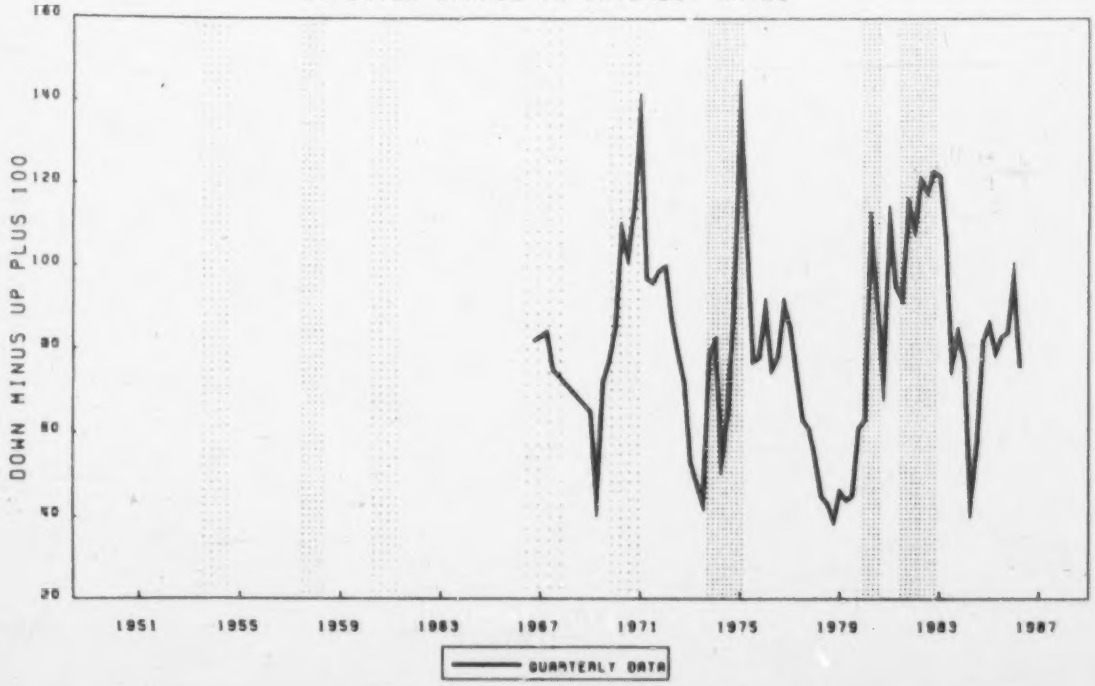


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
GO UP	23%	44%	37%	40%	65%	55%	42%	39%	42%	40%	38%	32%	43%
STAY THE SAME	44	34	37	39	24	29	31	34	34	36	36	36	34
GO DOWN	31	19	22	17	9	13	24	24	21	22	23	29	20
DK,NA	2	3	4	4	2	3	3	3	3	2	3	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
GO UP	19%	43%	32%	36%	70%	53%	38%	35%	39%	37%	38%	26%	40%
STAY THE SAME	46	36	42	45	22	30	34	36	34	38	39	40	35
GO DOWN	34	20	25	18	7	15	27	28	27	24	23	33	23
DK,NA	1	1	1	1	1	2	1	1	*	1	*	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

* : Less than half of one percent.

CHART 19 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASES DURING NEXT 12 MONTHS

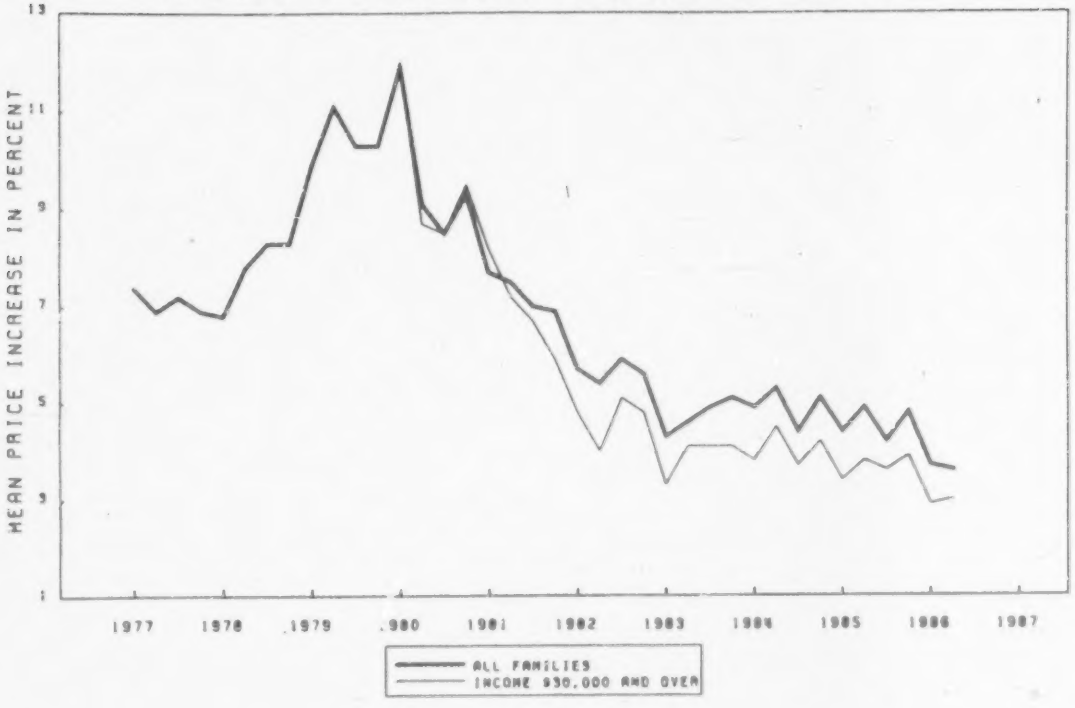


CHART 19 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

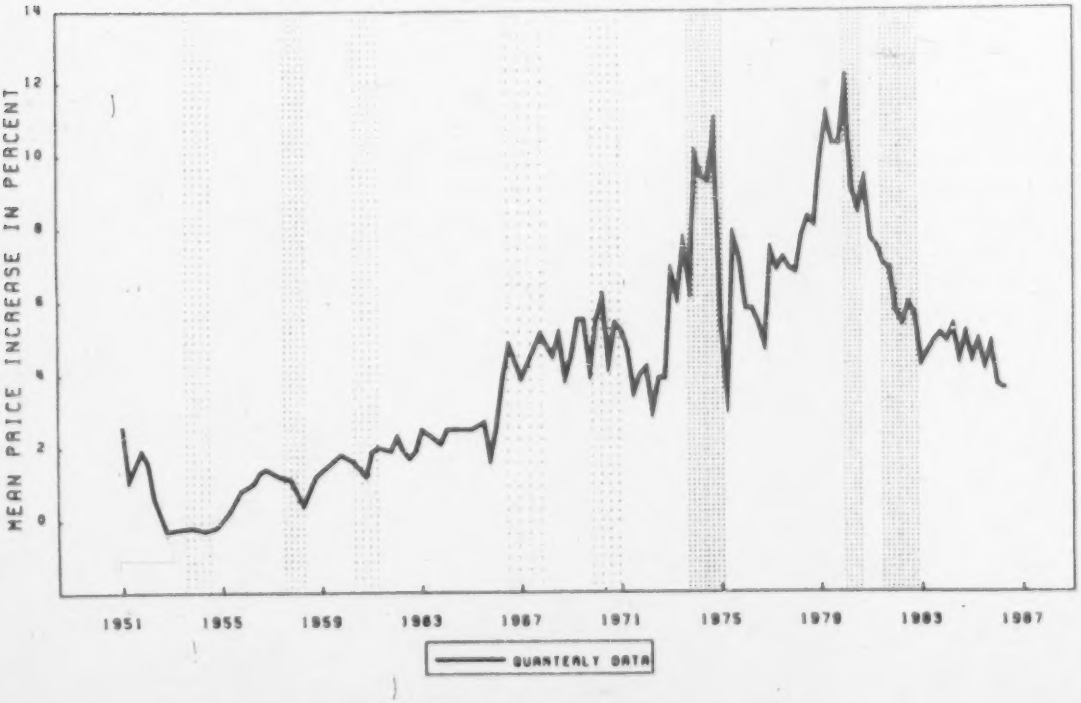


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
SAME OR DOWN	32%	27%	24%	24%	19%	24%	23%	26%	20%	25%	23%	29%	29%
WILL GO UP BY:													
1-2%	9	13	12	14	14	16	14	15	16	18	13	15	16
3-4%	14	15	15	18	16	17	16	19	20	19	21	20	20
5%	17	16	16	16	18	17	17	15	18	15	16	15	14
6-9%	10	8	9	8	11	7	8	6	7	7	6	5	6
10-14%	9	9	11	10	11	8	10	9	9	7	10	6	6
15% or more	5	6	6	5	6	5	6	5	6	5	6	4	4
DK how much up	3	4	5	4	4	4	4	4	2	3	4	5	4
DK,NA	1	2	2	1	1	2	2	1	2	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.6	4.9	5.1	4.9	5.3	4.4	5.1	4.4	4.9	4.2	4.8	3.7	3.6
VARIANCE	49	47	45	49	44	38	48	40	47	39	42	41	31
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
SAME OR DOWN	30%	24%	25%	23%	17%	23%	22%	25%	19%	23%	22%	30%	28%
WILL GO UP BY:													
1-2%	9	13	14	16	16	19	13	19	16	19	14	15	18
3-4%	15	20	17	19	18	19	19	26	26	22	24	25	23
5%	19	21	17	23	19	20	19	16	21	17	19	16	15
6-9%	13	9	12	9	17	8	11	5	8	7	7	4	5
10-14%	8	7	9	8	8	6	9	4	6	7	7	5	5
15% or more	3	3	3	1	3	3	3	3	2	2	3	1	2
DK how much up	2	2	2	1	2	1	3	1	1	2	3	3	3
DK,NA	1	1	1	*	*	1	1	1	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.1	4.1	4.1	3.8	4.5	3.7	4.2	3.4	3.8	3.6	3.9	2.9	3.0
VARIANCE	28	24	23	20	25	20	22	23	19	15	20	13	16

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?".

* : Less than half of one percent.

CHART 20 - RECENT CHANGES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

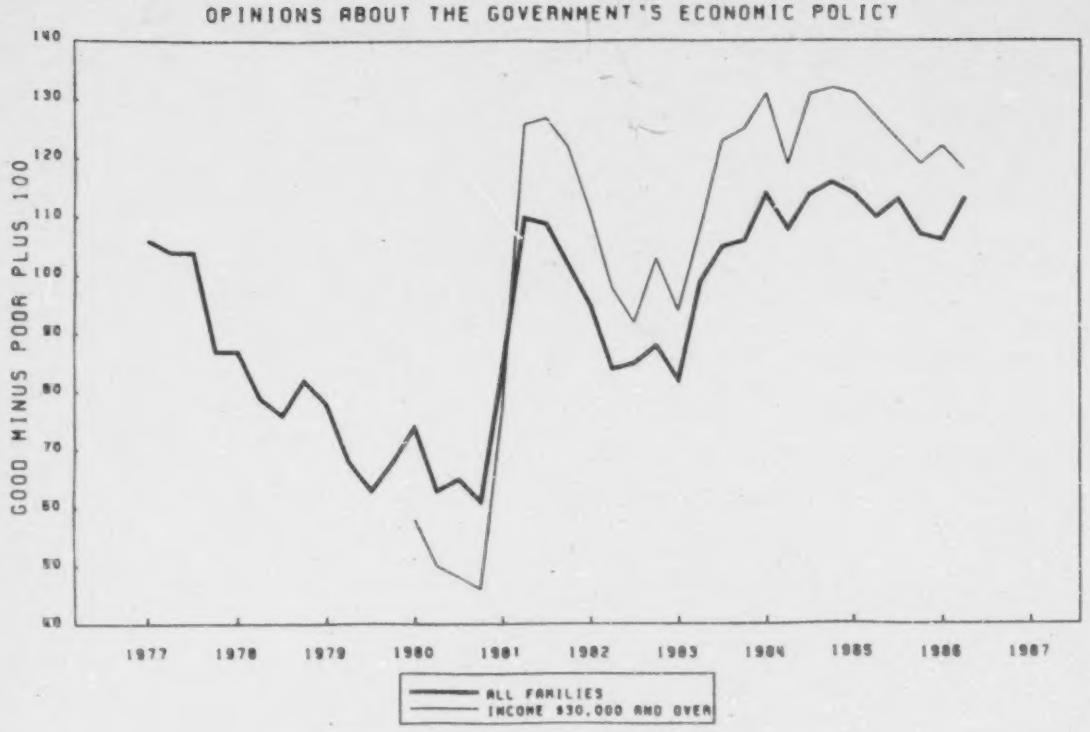


CHART 20 - HISTORICAL SERIES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

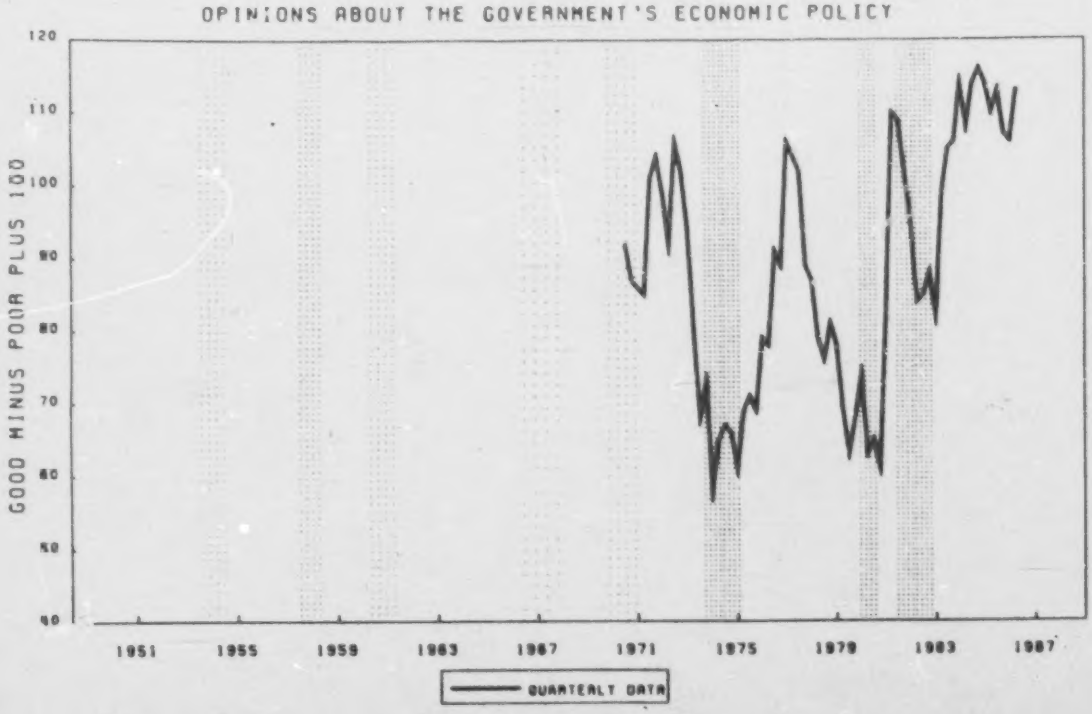


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
A GOOD JOB	21%	27%	27%	32%	28%	33%	33%	33%	29%	30%	27%	27%	31%
ONLY FAIR	54	49	50	48	50	46	47	46	51	51	50	50	49
A POOR JOB	23	22	21	18	20	19	18	19	18	16	20	21	18
DK,NA	2	2	2	2	2	2	2	2	2	3	3	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
A GOOD JOB	26%	36%	39%	43%	35%	44%	44%	45%	41%	37%	35%	37%	33%
ONLY FAIR	53	52	46	44	47	42	42	40	43	49	48	47	51
A POOR JOB	19	12	14	12	16	13	13	14	15	14	15	15	15
DK,NA	2	*	1	1	2	1	1	1	1	*	2	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

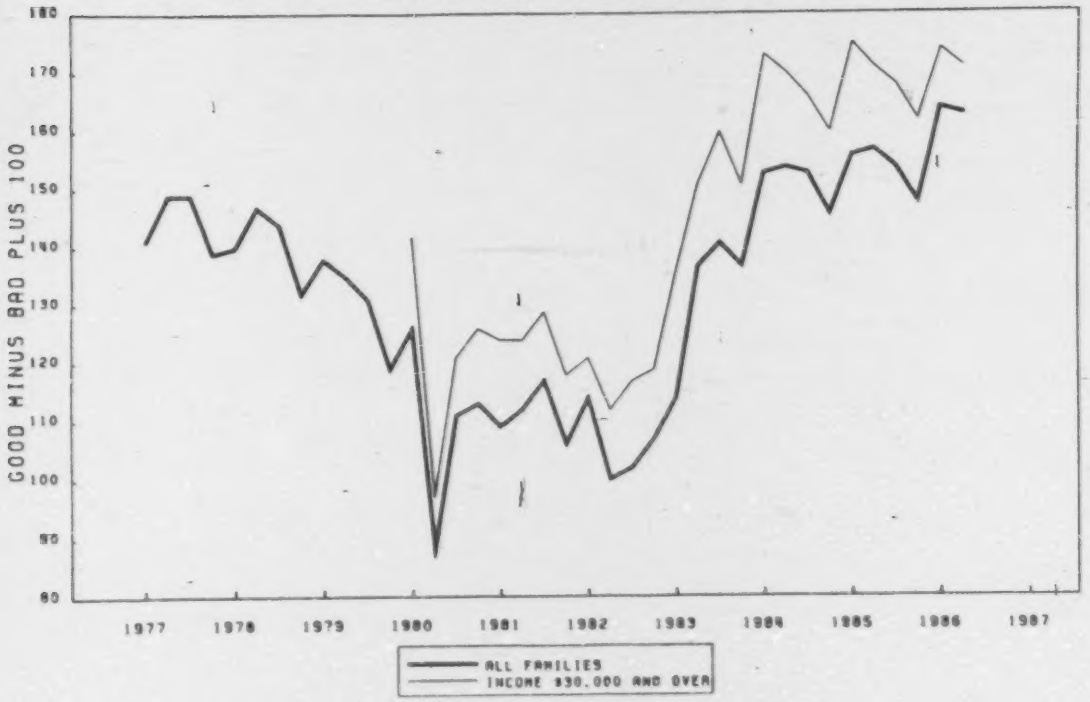


CHART 21 - HISTORICAL SERIES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

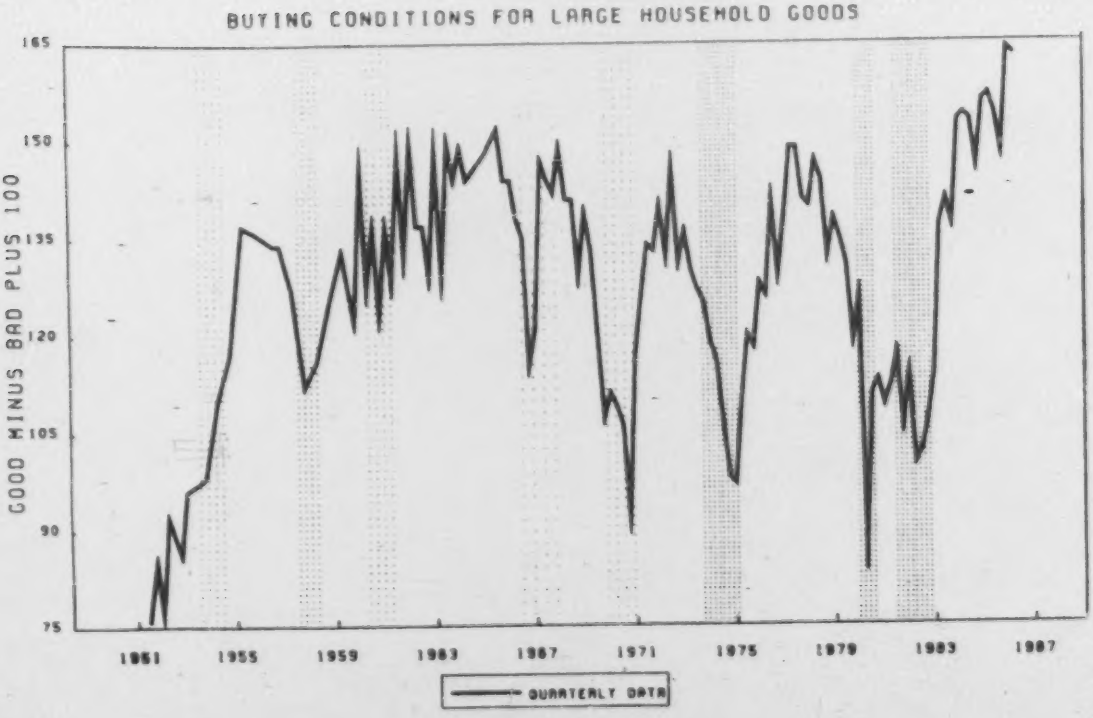


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
GOOD TIME TO BUY	64%	65%	63%	71%	72%	71%	68%	74%	74%	72%	69%	77%	77%
UNCERTAIN, DEPENDS	8	10	11	10	10	10	10	8	8	10	10	9	9
BAD TIME TO BUY	28	25	26	19	18	19	22	18	18	18	21	14	14
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
GOOD TIME TO BUY	72%	76%	71%	83%	80%	78%	75%	84%	82%	80%	76%	82%	81%
UNCERTAIN, DEPENDS	7	8	9	7	10	9	10	6	7	8	9	10	9
BAD TIME TO BUY	21	16	20	10	10	13	15	10	11	12	15	8	10
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

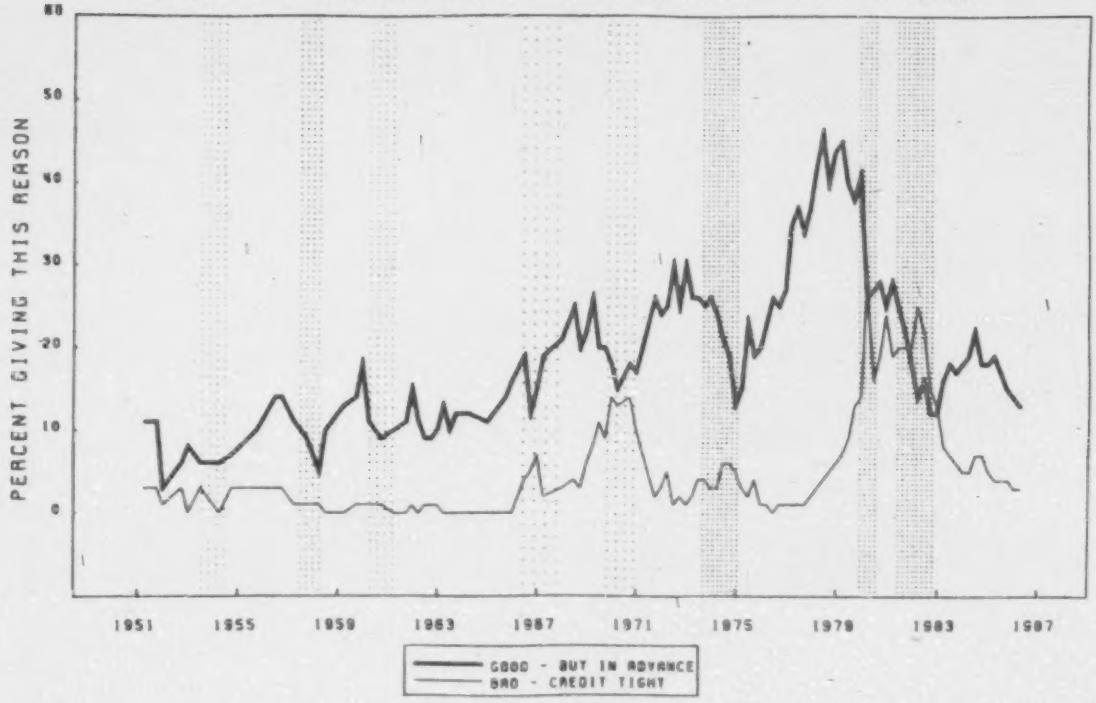


CHART 22B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

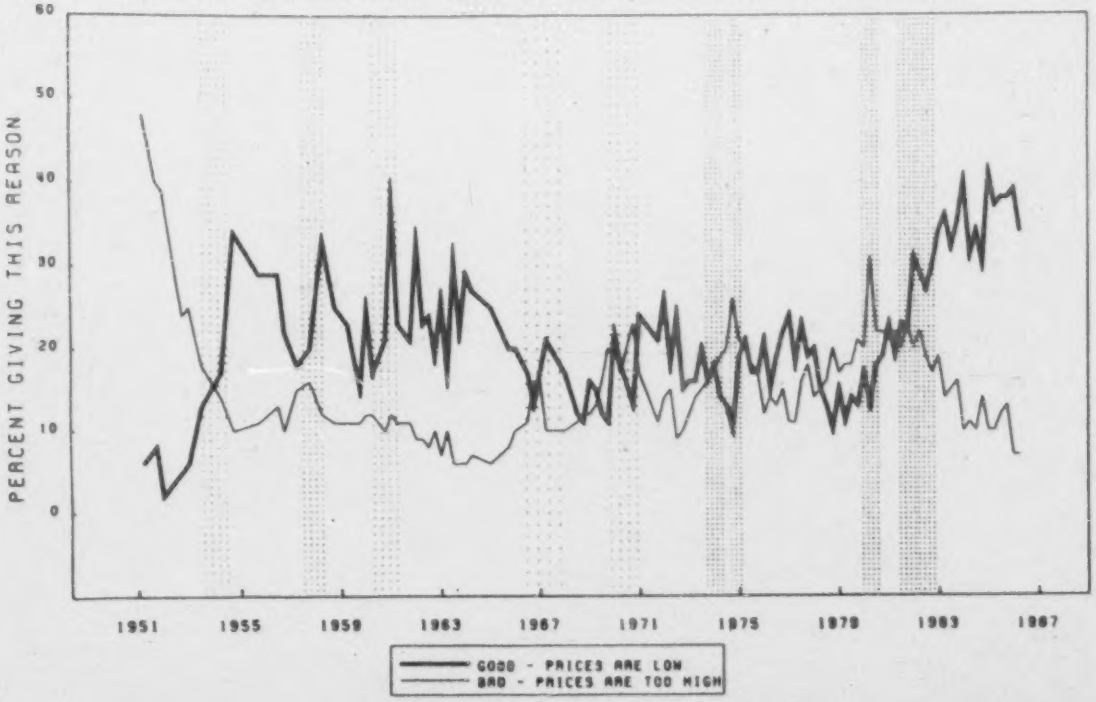


TABLE 22

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	36%	32%	35%	40%	31%	34%	30%	41%	37%	38%	38%	39%	34%
Prices won't come down; are going higher	16	18	17	18	19	22	18	18	19	17	15	14	13
Interest rates low; credit is easy	14	12	7	10	12	9	11	11	12	14	13	20	30
BAD TIME TO BUY:													
Prices are high	14	15	16	10	11	10	14	10	10	12	13	7	7
Interest rates are high; credit is tight	8	7	6	5	5	7	7	5	4	4	4	3	3
Lack of purchasing power	14	10	10	8	6	6	7	8	7	6	7	7	7
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	43%	39%	45%	49%	36%	39%	38%	50%	43%	43%	44%	43%	34%
Prices won't come down; are going higher	20	21	17	22	20	24	21	21	20	16	13	13	11
Interest rates low; credit is easy	18	18	11	14	18	14	13	14	18	20	21	26	36
BAD TIME TO BUY:													
Prices are high	10	10	14	3	7	6	9	5	6	10	8	5	4
Interest rates are high; credit is tight	7	5	6	5	6	7	6	5	4	3	4	2	2
Lack of purchasing power	10	6	7	5	3	3	4	4	4	3	5	3	4

Responses to the query: "Why do you say so?" following the question on Table 21.

+ : May add to more than 100% due to multiple mentions.

CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

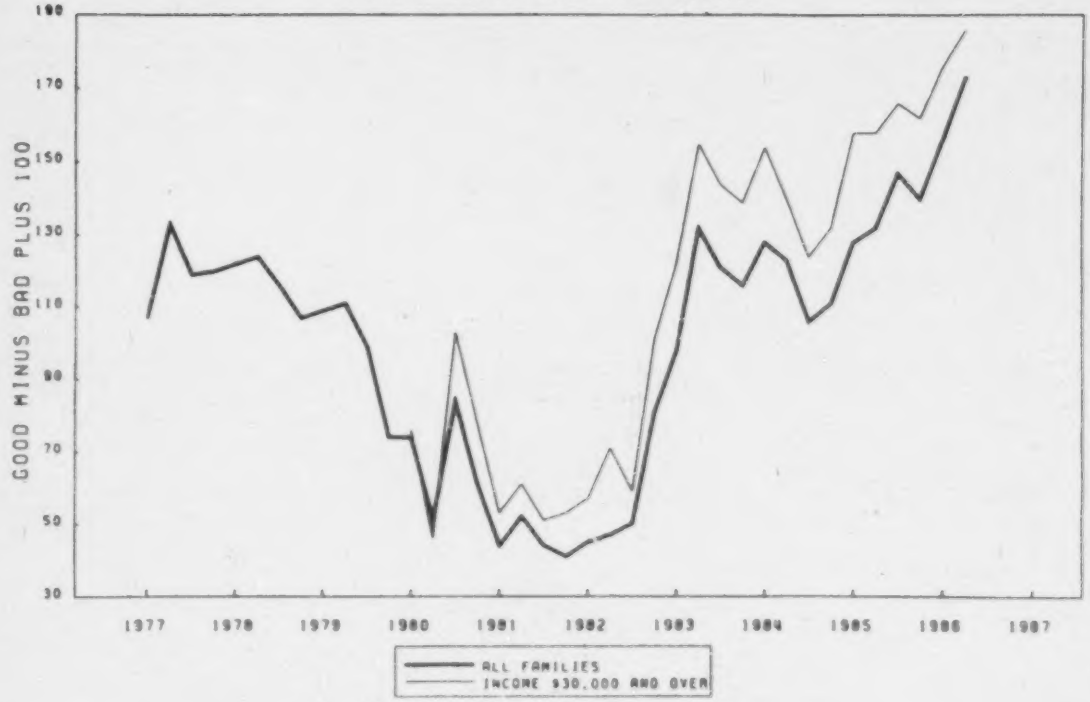


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

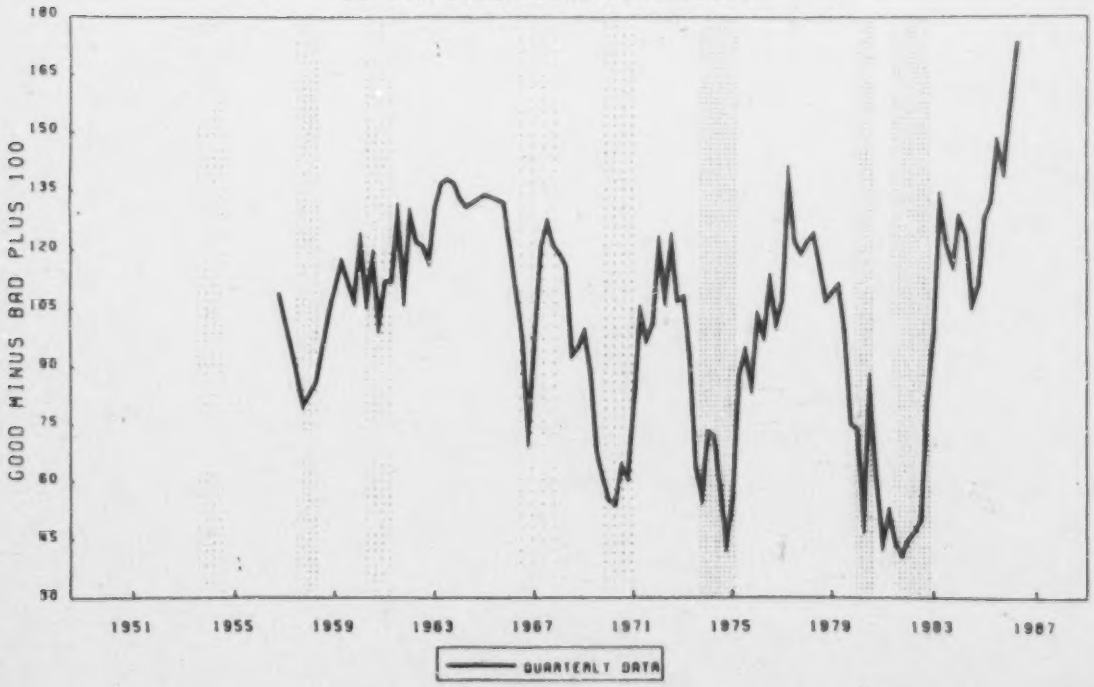


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
GOOD TIME TO BUY	64%	58%	55%	61%	59%	50%	53%	62%	64%	71%	68%	76%	85%
UNCERTAIN, DEPENDS	4	4	6	5	5	6	5	4	4	5	5	3	3
BAD TIME TO BUY	32	38	39	34	36	44	42	34	32	24	27	21	12
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
GOOD TIME TO BUY	76%	70%	67%	75%	69%	60%	63%	77%	77%	81%	79%	88%	93%
UNCERTAIN, DEPENDS	3	4	5	4	3	4	6	3	3	3	3	1	1
BAD TIME TO BUY	21	26	28	21	28	36	31	20	20	16	18	11	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

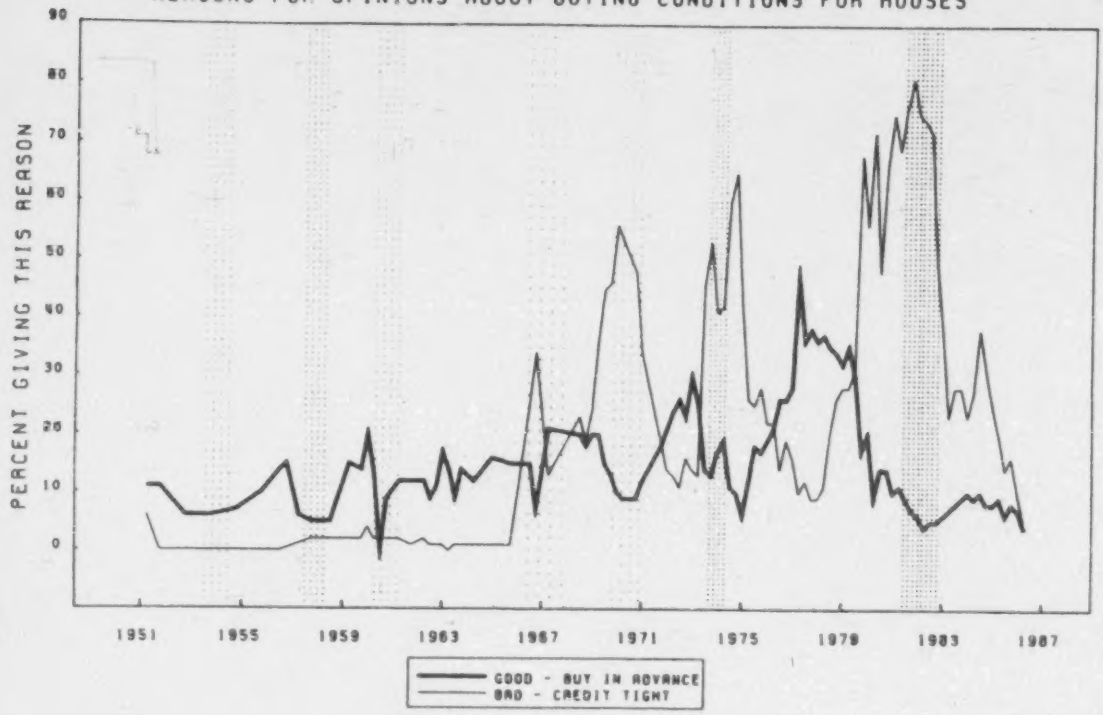


CHART 24B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

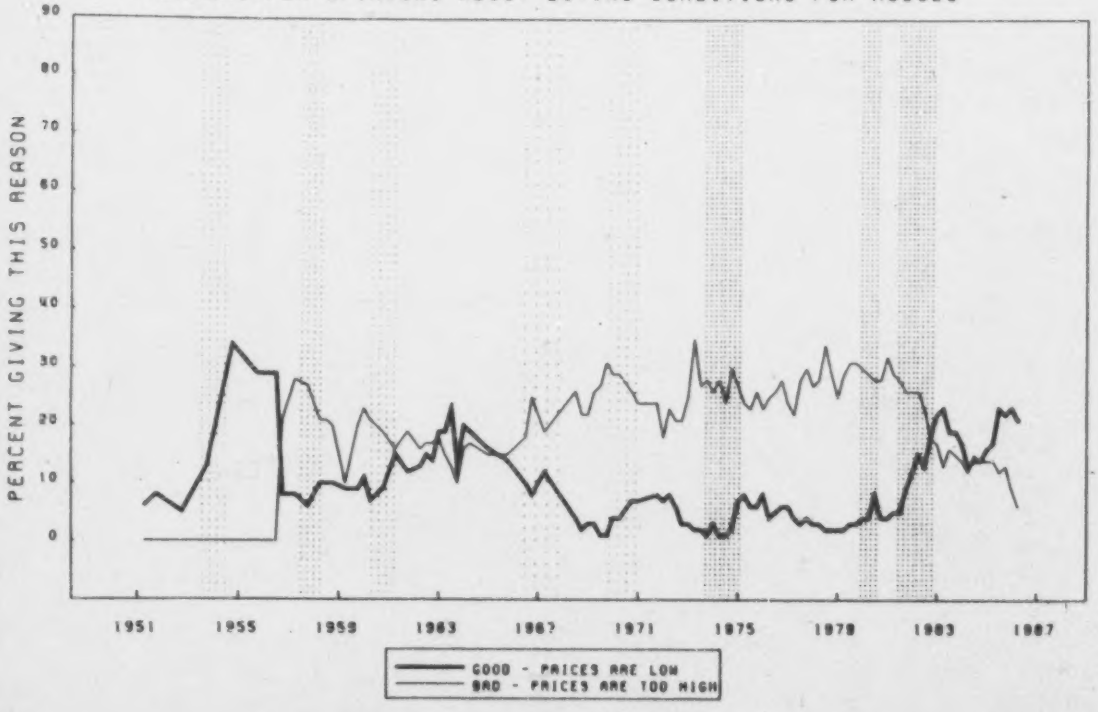


TABLE 24

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	23%	19%	19%	17%	13%	14%	14%	16%	17%	23%	22%	23%	21%
Prices won't come down; are going higher	7	8	9	10	9	10	8	8	9	6	8	7	4
Interest rates low; credit is easy	57	47	40	47	44	35	39	49	49	57	53	67	82
Good investment	5	6	6	7	7	5	6	6	6	5	5	5	3
BAD TIME TO BUY:													
Prices are high	13	16	15	14	12	15	14	14	14	12	13	9	6
Interest rates are high; credit is tight	23	28	28	23	28	38	31	25	20	14	16	10	5
Lack of purchasing power	14	13	15	11	11	11	12	11	12	10	9	9	6
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	33%	26%	26%	25%	17%	20%	21%	24%	26%	30%	29%	27%	21%
Prices won't come down; are going higher	10	10	10	13	13	14	12	9	10	5	7	7	4
Interest rates low; credit is easy	67	58	53	61	57	43	50	68	66	75	68	80	96
Good investment	5	8	6	11	7	8	6	6	6	4	5	6	4
BAD TIME TO BUY:													
Prices are high	9	10	13	9	8	12	11	10	10	8	9	4	5
Interest rates are high; credit is tight	19	25	24	16	28	36	29	18	15	12	12	6	3
Lack of purchasing power	5	6	6	4	3	6	4	3	7	3	4	4	1

Responses to the query: "Why do you say so?" following the question on Table 23.

+ : May add to more than 100% due to multiple mentions.

CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

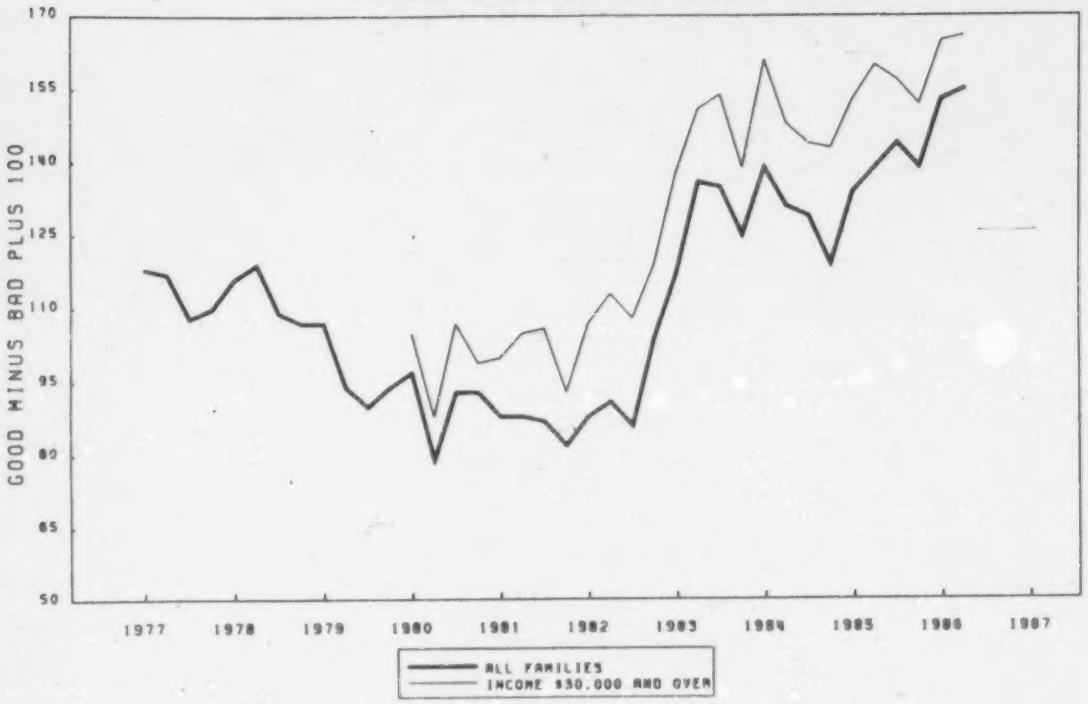


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

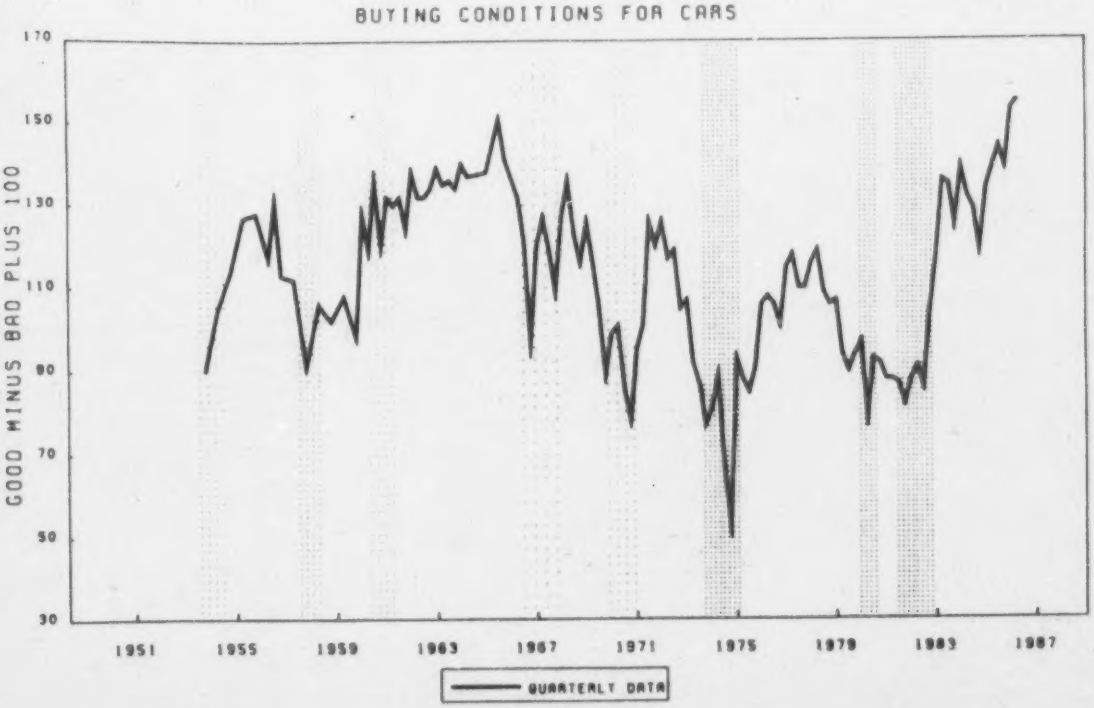


TABLE 25

BUYING CONDITIONS FOR CARS

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
GOOD TIME TO BUY	65%	64%	58%	64%	61%	60%	55%	63%	67%	67%	65%	72%	75%
UNCERTAIN; DEPENDS	6	7	9	11	10	9	10	8	6	9	8	8	5
BAD TIME TO BUY	29	29	33	25	29	31	35	29	27	24	27	20	20
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
GOOD TIME TO BUY	73%	75%	66%	78%	71%	69%	67%	74%	78%	75%	73%	80%	81%
UNCERTAIN; DEPENDS	6	4	6	6	6	6	8	4	4	7	5	5	4
BAD TIME TO BUY	21	21	28	16	23	25	25	22	18	18	22	15	15
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

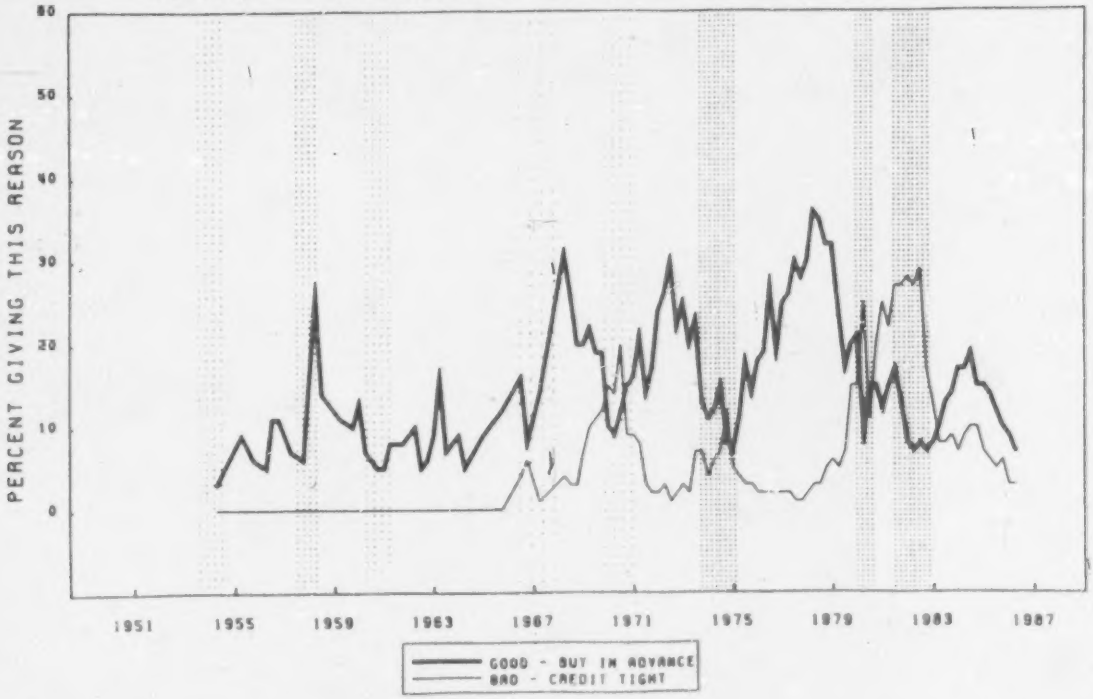


CHART 26B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

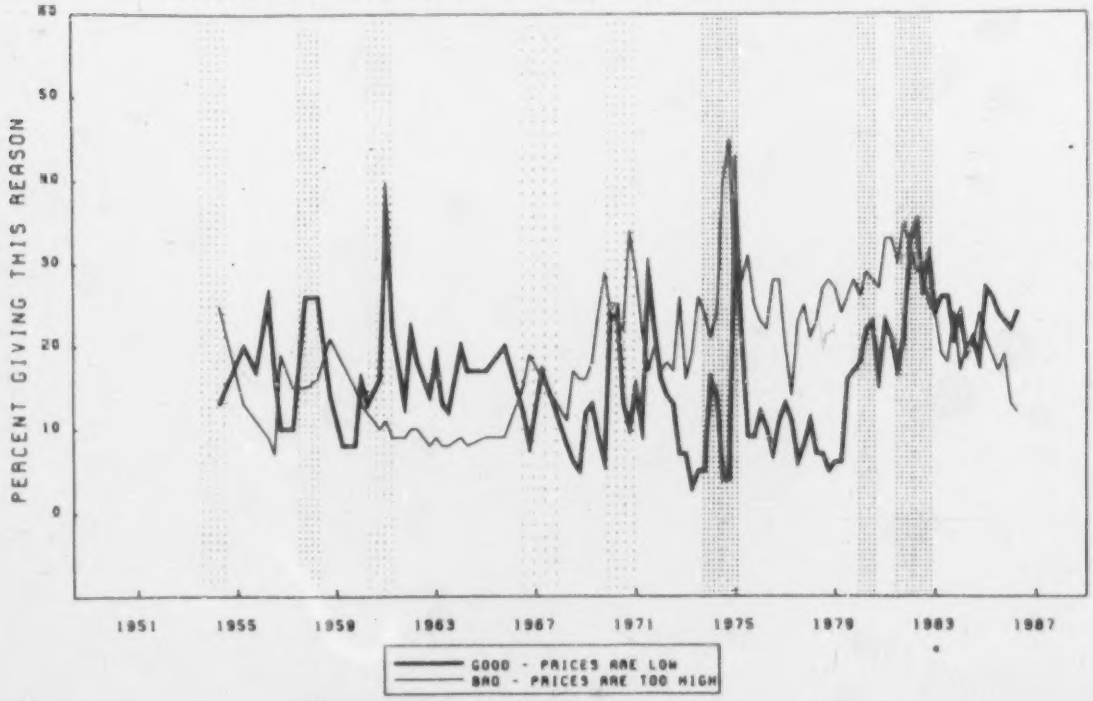


TABLE 26

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985	Oct-Dec. 1985	Jan-Mar. 1986	Apr-June 1986
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	26%	26%	21%	24%	19%	21%	18%	27%	26%	24%	23%	22%	24%
Prices won't come down; are going higher	10	13	14	17	17	19	15	15	14	12	10	9	7
Interest rates low; credit is easy	40	33	20	22	19	19	16	23	29	39	39	53	58
New fuel efficient models	1	2	2	1	2	1	1	1	1	1	1	*	*
BAD TIME TO BUY:													
Prices are high	19	18	24	17	20	20	24	21	19	17	19	13	12
Interest rates are high; credit is tight	8	8	9	7	9	10	10	7	6	5	6	3	3
Lack of purchasing power	7	7	6	4	4	5	7	6	5	5	5	5	5
Price of gas; shortages	1	*	*	*	*	*	*	*	*	*	*	*	*
Poor selection; quality	5	4	6	4	3	4	4	4	4	3	3	3	2
B. FAMILIES WITH INCOMES OF $30,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	31%	33%	25%	31%	22%	25%	22%	31%	35%	27%	29%	26%	26%
Prices won't come down; are going higher	12	17	15	19	20	23	20	16	18	11	11	10	6
Interest rates low; credit is easy	46	42	26	30	27	23	23	35	37	52	48	62	68
New fuel efficient models	1	1	2	1	2	1	2	1	2	1	2	*	*
BAD TIME TO BUY:													
Prices are high	17	13	23	13	17	18	19	18	13	12	15	11	11
Interest rates are high; credit is tight	6	7	8	5	8	10	8	7	4	4	5	3	3
Lack of purchasing power	3	4	4	1	2	3	1	1	2	2	3	2	3
Price of gas; shortages	*	*	*	*	*	*	*	*	*	*	*	*	*
Poor selection; quality	4	5	6	3	2	3	4	3	3	2	3	2	2

Responses to the query: "Why do you say so?" following the question on Table 25.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

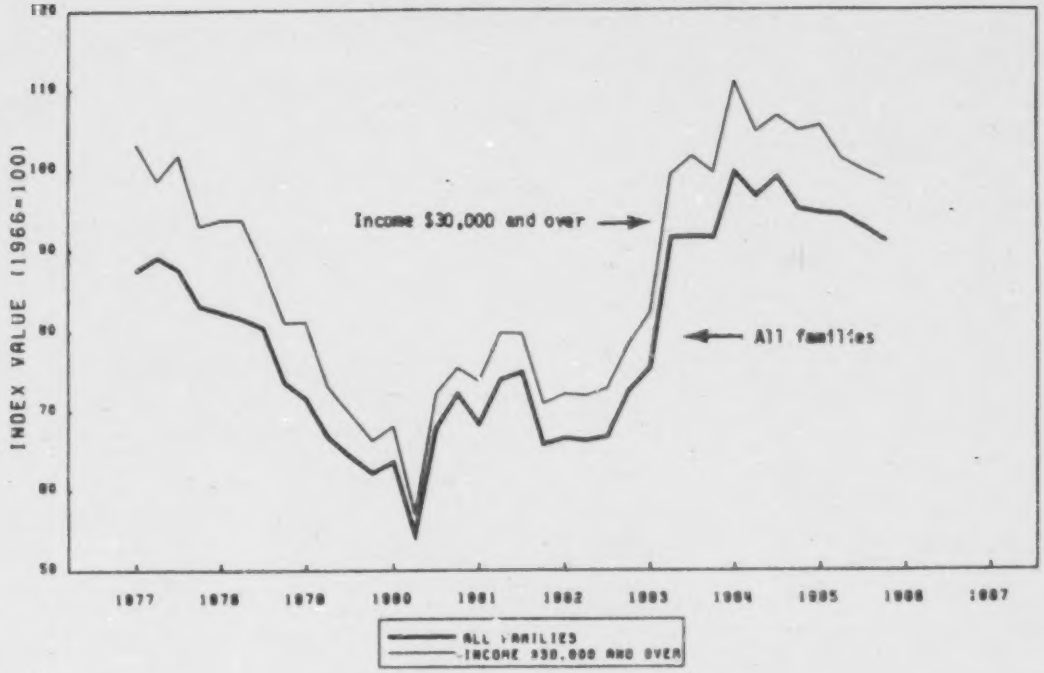
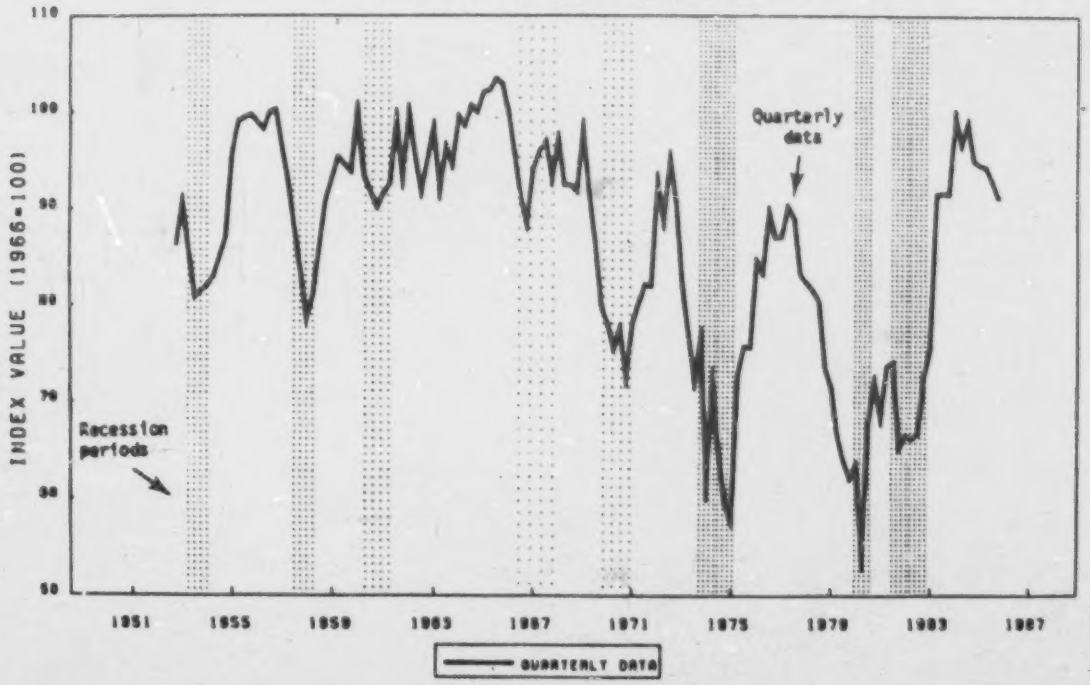


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHART LINES

ALL FAMILIES: Quarterly data for the total sample.

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978, and collected in three monthly surveys per quarter from 1978 to the present.

TIME SCALE LABELS

Each tic mark on the time scale represents the first quarter of the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:				
November	1948	-	October	1949
July	1953	-	May	1954
August	1957	-	April	1958
April	1960	-	February	1961
June	1966	-	November	1967*
December	1969	-	November	1970
November	1973	-	March	1975
January	1980	-	July	1980
July	1981	-	November	1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS[a] OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews		
	700[b]	1,400[c]	2,100[d]
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

[a]The figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

[b]Average size of monthly surveys.

[c]Average size of two monthly surveys.

[d]Average size of three monthly surveys (one quarter).